

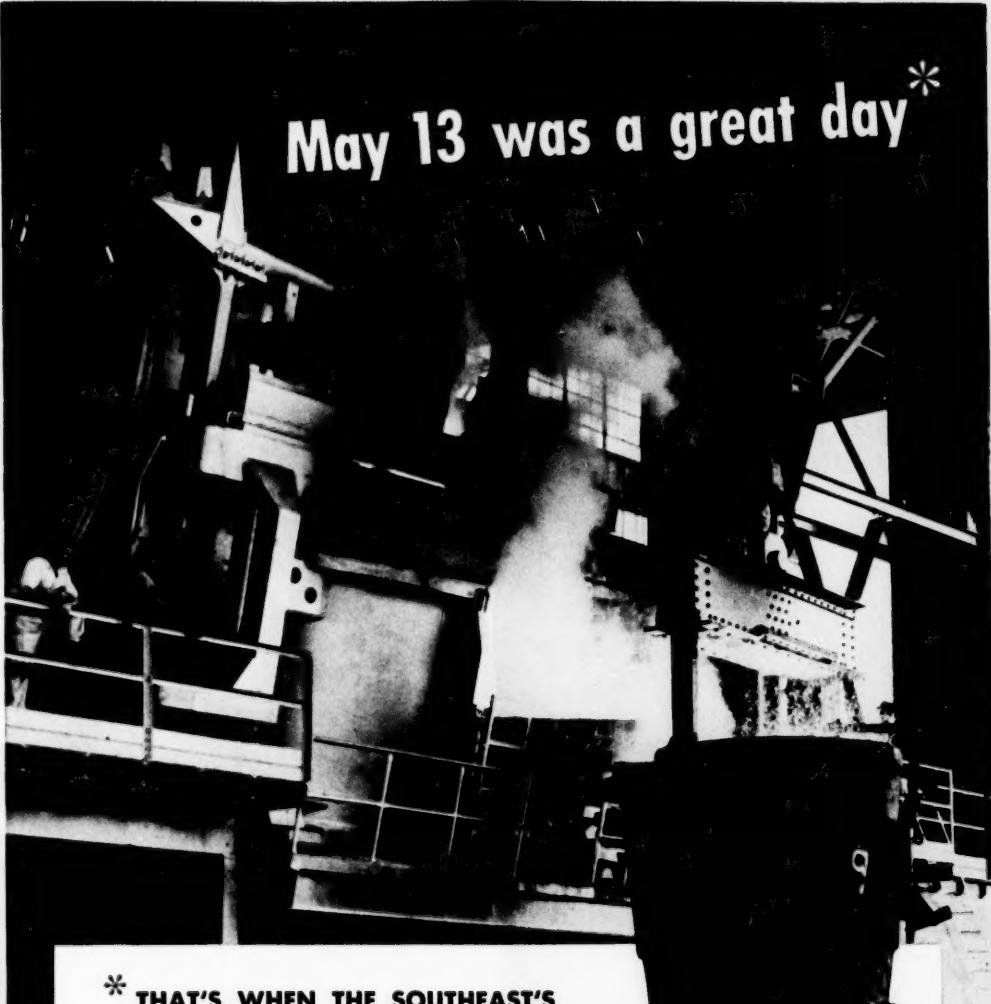
MANUFACTURERS RECORD

Faith

THE most constant and serious threat to man's freedom is the government under which he lives. This truth was recognized by the patriots who risked their lives and possessions in 1776.

This same truth lay behind the thinking of those truly liberal men who wrote the Constitution. They had reason to fear arbitrary authority and so they planned to protect the individual against the encroachment of his government by limiting and dividing its powers.

The political doubters, who have lost faith in the capacity of our people to manage their own affairs and who seek to set themselves up as our guardians, are not only reactionaries, but egotistical snobs as well. A liberal dose of Christian humility is needed to destroy their materialistic theories and restore their faith in mankind.



May 13 was a great day*

* THAT'S WHEN THE SOUTHEAST'S
LARGEST ELECTRIC FURNACE
WENT INTO ACTION AT DIXISTEEL

A new era in Southern steel-making began on May 13, when the first heat of steel was tapped from our new electric furnace—largest in the entire Southeast.

From this new 60-ton-capacity giant will pour more than 100,000 tons of steel annually. This will increase the output of DIXISTEEL by more than 50 percent, bringing the total annual output to more than 300,000 tons.

This means more steel to meet the steadily increasing demands of national defense and civilian requirements.

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA • MAKERS OF **DIXISTEEL** SINCE 1901



OUR TIME IS YOUR TIME

If you are faced with the task of finding a new plant location, let us help you. Our experience and knowledge in this important field will save you valuable time and money.

Our Industrial Department has assisted some of the country's largest

concerns in their plant location problems. An outline of your requirements will bring specific, concise surveys on locations suited to your individual needs.

Our time is your time, without obligation or cost to you.

Address:

Warren T. White, Assistant Vice President,
Seaboard Air Line Railroad,
Norfolk 10, Virginia.



Seaboard
AIR LINE RAILROAD



THROUGH THE HEART OF THE SOUTH



Many who have come to live in Alabama have written such messages to friends and relatives "back home," for Alabama offers a gracious mode of living equally as desirable as its opportunities for business success.

In confidence and without obligation, it will be our pleasure to study your expansion or new location requirements, and make recommendations.

Industrial Development Division

Alabama Power Company

Helping Develop Alabama

Birmingham 2, Alabama

MANUFACTURERS RECORD FOR

MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest



Volume 121

July 1952

Number 7

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Caldwell R. Walker, Editor, *Business Trends* **Samuel A. Lauver, News Editor**
Robert S. Byfield, Financial Editor **Sidney Fish, Industrial Analyst**

PUBLICATION AND BUSINESS OFFICES

109 MARKET PLACE, BALTIMORE 3, MARYLAND

F. O. Schroeder, Southern Business Mgr.—Baltimore Office.

R. S. Kendrick, 1430 Clairmont Rd., Decatur, Ga., Tel. Crescent 4577
J. E. Eierman, *Circulation Mgr.*

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NEW!



KINNEAR CATALOG
shows cost-cutting
doors for all types
of buildings

Your free copy of this new catalog will give you the latest complete details on Kinnear Rolling Doors—the famous interlocking steel-slatted door (originated by Kinnear) that offers so many advantages for industrial, commercial, and public buildings. It shows you how and why you get more efficiency through the Kinnear Door's space-saving upward action.

Kinnear Rolling Doors save space by coiling out of the way, above the opening. The rugged steel-slat curtain gives extra protection against fire, wind, weather, intrusion, and accidental damage. Built to fit any opening of any size, in old or new buildings. Write for your copy of the Kinnear Catalog today!



The KINNEAR Manufacturing Co.

Factorising

1600-20 Fields Ave., Columbus 16, Ohio
1742 Yosemite Ave., San Francisco 24, Calif.
Offices and Agents in All Principal Cities

Saving Ways in Doorways

KINNEAR

ROLLING DOORS

NO VACATION HERE!



YOU might reasonably suppose swimming and picnic time would find our powerful compressor stations just loafing along in tune with the lazy days.

Certainly homes have little need of high B.T.U. natural gas heating when the thermometer reaches for the hundred mark.

And time was on our pipe line when summer deliveries were way down.

But things are different now. Industry has learned how excellent and reasonably priced a fuel or raw material natural gas is.

More and more buildings, too, are turning to natural gas air conditioning and in many a home there's a handsome new gas refrigerator.

So now summer deliveries from our lines in

Mississippi, Alabama and Georgia run around 75 per cent of the winter load and sometimes even higher.

Of course when we say "no vacation" we're guilty of a bit of exaggeration. For the somewhat smaller summer load lets us overhaul our equipment, putting it in top shape for winter's peak deliveries.

Nor does the "no vacation" description apply to Southern Natural people. Paid vacations of two weeks (three weeks for the old-timers) give Southern Natural men and women that fresh outlook which helps them serve you better.

The point we'd like to make is that natural gas is doing a big job, not only day and night but winter and summer too.

Perhaps there's a thought here for you.

Watts
Building



Birmingham
Alabama

BUSINESS TRENDS

Expansion Forestalls Inflation

While business continues at a very high level of activity, the pattern of softening tendencies, set in the first quarter of the year, is still apparent as 1952 approaches its half-way mark.

It is not strange if many business men are now wondering where hides that monster of inflation so freely predicted for this time as early as a year ago, and as late as a few months ago.

The fact is, as cautioned in this column a number of times, expansion of productive facilities has not been given the rating to which it is entitled.

So great has been this expansion that scarce buying by consumers, government buying for defense, and industrial buying on unprecedented scale, have, in combination, been able to produce only mild and temporary pressures of an inflationary character. And these appear definitely now to be on the way out.

Workweek Drifts Down

Average factory workweek is now down to 40 hours, lower than for any time during the past year.

The workweek decline has been greatest for producers turning out durable goods, but also is shorter than a year ago in factories producing nondurables.

Practically all durable industry groups show decreases, reflecting continued slow movement of consumer durables, and also slackening in defense activities.

Expected recovery in sales of consumer durables has failed to materialize, and with the summer season underway, it now appears probable that no improvement along this line can be expected until autumn.

Business Loans Down

Business loans, both harbinger and companion of expanding business have thus far this year declined about five per cent, whereas the first five months of 1951 showed a seven per cent rise.

Cutbacks Apparent

Unresponsive markets eventually lead to one thing: cutback in production. Such reductions have been noticeable for some months in textiles, apparel, paper, some chemicals, and most household appliances.

Deep Dips Not Indicated

While evidence is unmistakable that some industries have been hit seriously, the general business structure of

the South and the United States rests, at the present time, on a firm footing.

Especially bright are prospects to be seen in the construction industry which is proceeding at a level higher than at any other time in history.

Just how long this pace can be maintained is a matter of how many more dwellings can be absorbed by American families and how long business will see fit to further expand facilities. While the process, by mathematical formula, is unlikely to continue indefinitely on the present unprecedented scale, no clear stopping point is apparent for the immediate or near future.

Commitments already made seem to assure a very high rate of building well into the coming fall at least.

Purchasing Power High

Another bright spot in the economic horizon is the mass of liquid savings now accumulating in the hands of potential spenders.

It may so be that these funds, set aside voluntarily as they are, may require expert merchandising to bring them into the market place, but they are there awaiting an appeal that sooner or later will become irresistible. They provide, therefore a cushion that would seem to preclude any such thing as an acute recession.

Long Range Outlook

Unless international tensions increase, there will one day come a time when defense spending by the Federal Government will have spent its force.

Serious thought, even now, is being given to the probable complexities of that time.

It is somewhat difficult to visualize at this distance what form the transition will take.

Assuming that it will be a tapering off, and gradual, it should be expected that elimination of government to that extent from the economy will bring about deflation in no greater degree than the inflationary pressures brought about by initiation of the program.

Since enterprise has been able to take the latter situation in stride, there seems little reason for doubt that it will repeat the achievement on the downward side.

Also it should be borne in mind that there will be plenty of advance notice for adjustments that may be necessary. And also that let up in government spending will mean lower taxes and therefore more money in individual hands to take up the slack left by government elimination.

(Continued on page 9)

AFTER 5 YEARS' EXPOSURE...

this is Carbon Steel 

this is Mayari R 

This unretouched photograph shows cross-sections of a carbon steel sheet and a Mayari R sheet after exposure. The photograph is approximately 4 times actual size.

You can see what corrosion has done to these steel sheets. One is plain carbon steel, the other is Mayari R, and both were originally $\frac{1}{8}$ in. thick. They were exposed together in industrial atmosphere for 5 years. During this period the carbon steel sheet lost so much through corrosion that it had to be replaced, but there was no appreciable loss of thickness in the Mayari R sheet.

There is a simple reason why Mayari R has such excellent resistance to atmospheric corrosion. When this steel is exposed, a thin, tight layer of rust forms on the surface to act as a protective coating. This rust does not flake off in the manner of carbon-steel rust. Instead, it holds securely to the surface and retards any further corrosive action. As a result, Mayari R has from 5 to 6 times as much resistance to atmospheric corrosion as plain carbon steel, and from 2 to 4 times as much as copper-bearing steel.

Mayari R also has other advantages. It has better abrasion-resistance, higher yield point, and greater tensile strength than ordinary carbon steel. It can be used to save steel, to reduce surplus deadweight, and to increase the service life of equipment and structures.

Our Catalog No. 259 contains more information

about Mayari R, its properties and applications. Write or call the nearest Bethlehem sales office for a copy.



The same test specimens as seen from above. After 5 years' exposure the Mayari R is relatively smooth while the carbon steel is deeply pitted.

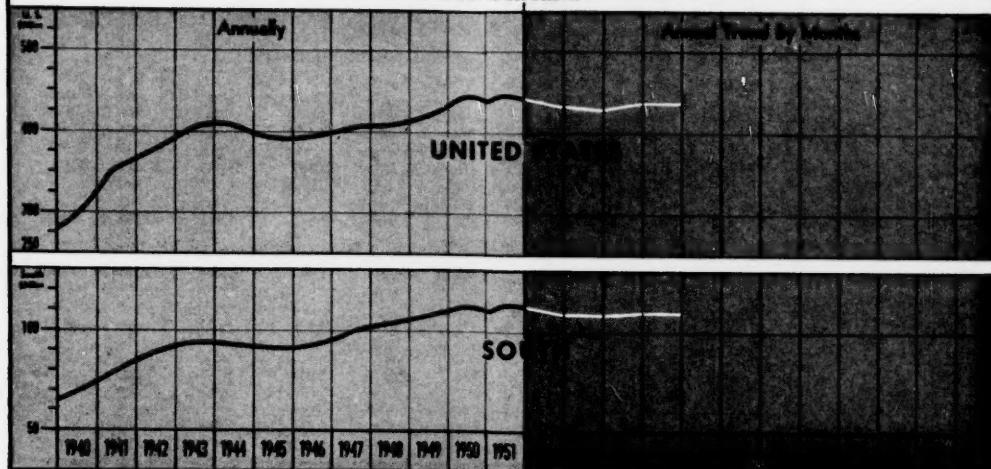
BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by
Bethlehem Pacific Coast Steel Corporation. Export
Distributor: Bethlehem Steel Export Corporation



Mayari R makes it lighter... stronger... longer lasting

PHYSICAL VOLUME
OF
ALL GOODS TURNED OUT BY PRIVATE ENTERPRISE
(MEASURED IN 1926 DOLLARS)



(Continued from page 7)

Regional Indicators

Farm Marketings (\$ Mil.)

	Apr. 1952	Mar. 1952	Apr. 1951
South	\$ 532	\$ 555	\$ 548
Other States	\$1,521	\$1,507	\$1,542
United States	\$2,053	\$2,142	\$2,090

Construction (\$ Mil.)

	Apr. 1952	Mar. 1952	Apr. 1951
South	\$ 867	\$ 801	\$ 776
Other States	\$1,604	\$1,447	\$1,595
United States	\$2,471	\$2,248	\$2,371

Mineral Output (\$ Mil.)

	Apr. 1952	Mar. 1952	Apr. 1951
South	\$ 572	\$ 574	\$ 552
Other States	\$ 484	\$ 487	\$ 508
United States	\$1,056	\$1,061	\$1,060

Manufacturing (\$ Mil.)

	Apr. 1952	Mar. 1952	Apr. 1951
South	\$ 4,434	\$ 4,462	\$ 4,344
Other States	\$15,680	\$15,758	\$15,820
United States	\$20,114	\$20,220	\$20,164

National Indicators

	Apr. 1952	Mar. 1952	Apr. 1951
Personal Income (\$ Bil.) ...	\$ 258.9	\$ 257.8	\$ 249.0
Ave. Weekly Earnings (Mfg.) ...	\$ 66.24	\$ 67.20	\$ 64.70
Consumer Credit (\$ Mil.) ...	\$ 19,771	\$ 19,557	\$ 19,126
All Inventories (\$ Mil.)	\$ 70,390	\$ 69,882	\$ 67,361
Mfg. Inventories (\$ Mil.) ...	\$ 42,572	\$ 42,313	\$ 36,908
Trade Inventories (\$ Mil.) ...	\$ 27,818	\$ 27,569	\$ 30,453
Bank Debits (\$ Mil.)	\$124,664	\$125,269	\$114,898

	Apr. 1952	Mar. 1952	Apr. 1951
Ave. Weekly Hours (Mfg.)	40.0	40.7	41.0
Carloadings	2,912	3,624	3,152
Consumer Prices ('35-'39=100) ...	188.7	188.0	184.6
Retail Prices ('35-'39=100) ...	209.7	208.8	205.6
Wholesale Prices ('47-'49=100) ...	111.8	112.3	116.3
Construction Costs ('47-'49=100) ...	118.7	118.4	114.9
Electric Output (mil. kw.-hrs.) ...	36,736	38,568	34,431

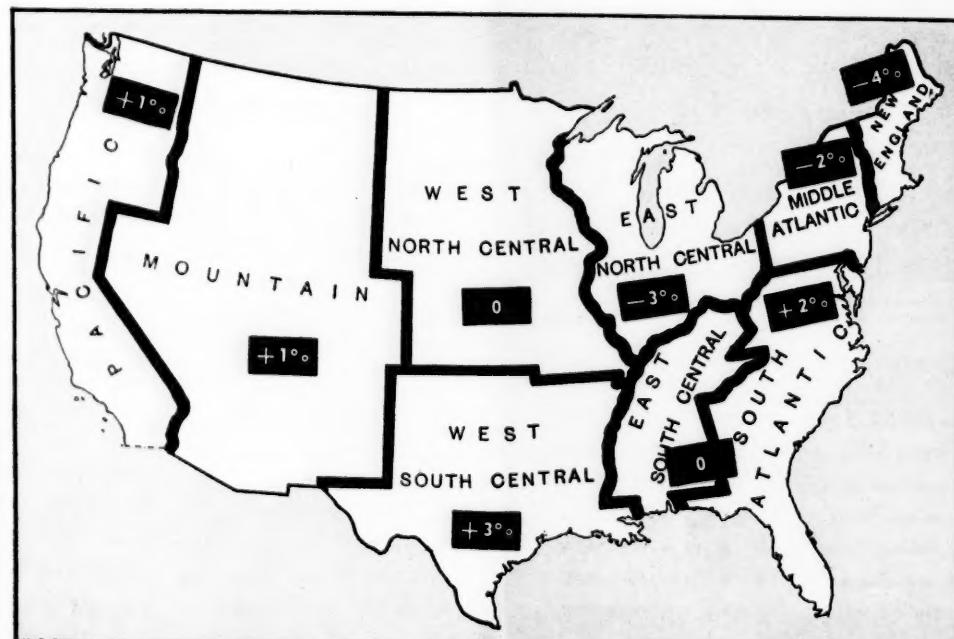
(Continued on page 10)

— NATIONAL BUSINESS VOLUME —

(Continued from page 9)

Business Volume by Regions (\$ Million)
First 4 months 1952 with gain (or loss) over First 4 months 1951

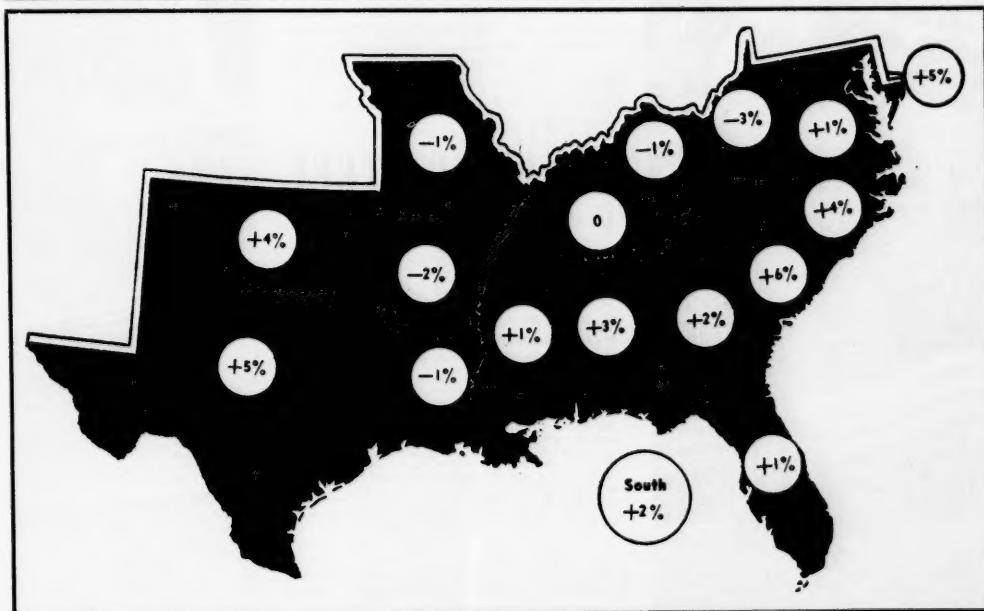
	Farm-ing	Mining	Con-struction	Manu-fac-tur-ing	Utili-ties	Fi-nance	Whole-sale Trade	Re-tail Trade	Ser-vi-ce Trade	Busi-ness Volume
New Eng.	\$ 295 +6%	\$ 16 even	\$ 497 even	\$6,020 -3%	\$ 626 -3%	\$ 771 +4%	\$3,369 -12%	\$3,153 +1%	\$ 580 -3%	\$15,327 -4%
Mid. Atl.	684 even	455 -5%	1,660 -4%	19,852 -2%	2,857 -4%	3,055 +3%	19,040 -4%	9,613 -3%	2,939 +5%	60,155 -2%
E. N. Cen.	1,907 even	348 -6%	1,712 +12%	24,585 -4%	2,441 -2%	1,931 +5%	14,078 -9%	10,604 even	2,201 +2%	59,807 -3%
W. N. Cen.	2,484 -5%	316 -3%	682 +9%	6,189 +4%	1,172 even	834 +2%	7,323 -4%	4,687 even	784 +2%	24,471 even
S. Atl.	890 +9%	439 even	1,505 +16%	8,065 even	1,426 +2%	1,011 +5%	5,872 -1%	5,895 +3%	1,063 +4%	26,166 +2%
E. S. Cen.	599 even	291 even	478 +12%	3,258 even	579 +2%	346 +2%	2,821 -3%	2,351 -1%	433 +6%	11,156 even
W. S. Cen.	942 +9%	1,513 +3%	956 +4%	5,022 +5%	1,124 +4%	705 +11%	4,257 -4%	4,242 +5%	762 +2%	19,523 +3%
Mount.	654 +10%	475 +5%	356 -4%	1,218 +4%	478 +5%	230 +5%	1,386 -6%	1,595 -1%	307 +9%	6,699 +1%
Pacif.	992 +30%	408 -3%	1,006 -8%	7,060 +5%	1,226 +2%	1,053 +4%	5,458 -5%	4,910 even	1,322 +4%	23,435 +1%
U. S.	9,447 +3%	4,261 even	8,852 +4%	81,269 -1%	11,929 +1%	9,936 +4%	63,604 -5%	47,050 even	10,391 +3%	246,739 -1%



SOUTHERN BUSINESS VOLUME

Business Volume by States (\$ Million)
 First 4 months 1952 with gain (or loss) over First 4 months 1951

	Farm- ing	Mining	Con- struction	Manufactur- ing	Utilities	Finance	Whole- sale Trade	Retai- l Trade	Service Trade	Business Volume
Ala.	\$ 116 +17%	\$ 52 even	\$ 136 +18%	\$ 939 +2%	\$ 161 +8%	\$ 102 +10%	\$ 556 even	\$ 577 -2%	\$ 110 +5%	\$2,749 +3%
Ark.	153 +16%	40 even	73 -6%	289 -2%	88 -4%	40 even	265 -11%	388 even	60 +5%	1,396 -2%
D. C.	—	—	84 -8%	79 +6%	90 +8%	122 even	493 +1%	512 -6%	110 +5%	1,490 -1%
Fla.	220 -3%	24 even	247 +3%	410 +7%	210 +7%	168 +4%	800 -7%	989 +3%	181 +5%	3,249 +1%
Ga.	161 +25%	12 even	176 -2%	1,257 +1%	204 +1%	148 +15%	1,167 +1%	779 +1%	169 +9%	4,073 +2%
Ky.	215 +1%	171 +1%	119 +27%	952 -3%	170 +2%	77 even	691 -7%	653 -1%	113 +6%	3,161 -1%
La.	94 +5%	257 +12%	150 even	905 +11%	241 +5%	115 +11%	660 -17%	685 +5%	107 -5%	3,214 -1%
Md.	75 +2%	6 +20%	198 even	1,267 +5%	210 -2%	167 +2%	840 +5%	801 +10%	140 even	3,704 +5%
Miss.	113 -10%	46 +9%	63 +6%	341 +6%	74 -9%	40 even	343 +2%	357 even	59 +10%	1,436 +1%
Mo.	309 -10%	36 +10%	199 +14%	1,876 +2%	365 even	287 +2%	2,535 -2%	1,232 -4%	283 +3%	7,122 -1%
N. C.	134 +30%	8 even	282 +40%	2,064 -2%	200 +2%	124 +6%	1,110 +6%	885 +5%	156 +1%	4,963 +4%
Oklahoma	152 +7%	191 -2%	119 even	554 +11%	141 even	99 +4%	580 -4%	602 +2%	123 +9%	2,561 +3%
S. C.	71 +33%	4 even	194 +100%	883 -1%	80 +3%	52 +13%	346 +3%	489 +1%	71 +4%	2,190 +6%
Tenn.	155 -3%	26 even	159 even	1,014 -3%	174 +2%	126 +2%	1,244 -2%	789 +4%	146 even	3,833 even
Tex.	539 +7%	1,034 +3%	613 +7%	3,295 +7%	653 +5%	452 +14%	2,761 even	2,589 +7%	476 +3%	12,412 +5%
Va.	137 -6%	52 +4%	227 +19%	1,386 even	240 +4%	150 +7%	693 -5%	837 +3%	144 +2%	3,866 +1%
W. Va.	49 +13%	334 -1%	56 -10%	577 -5%	152 even	48 -6%	306 -12%	486 +3%	74 +2%	2,082 -3%
South	2,693 +4%	2,293 +2%	3,095 +11%	18,088 +1%	3,453 +2%	2,317 +6%	15,390 -2%	13,650 +2%	2,522 +3%	63,501 +2%





"Look what I'm reading!"

"No kidding, Ed . . . the EDITORIAL page!"

"You know me, Ed . . . I'm strictly a sports page guy. But when I was home in bed last week with that blasted head cold, I didn't have much to do but read the paper."

"So, with time to burn, I looked at everything but the recipes . . . which is Marge's department, anyways. And, Ed, what I read in those editorials made me mad enough to forget I felt punk."

"One was about 'Creeping Socialism'. It told what's going on right under our noses . . . a lot of undercover work to turn us into a bunch of spineless dummies, instead of free citizens."

"It warned how we could lose some or all of our Freedoms . . . you know, free speech, press, vote and religion. And the right to work or live where we please. This editorial showed how other people abroad have let socialism, then communism, take over and make slaves out of them. And all the time these people thought all they had to do was let Government 'take care of them'. And it sure did!"

"Since then, Ed, I've been reading all the editorials and articles . . . in newspapers and magazines. Been learning to think, too. And to talk things over with my neighbors and the fellows we work with down at Republic . . . things like government ownership and wasteful spending that can bankrupt a whole nation and all its citizens. Yep, I've been learning to appreciate the Freedoms that we have and other people don't. And best of all, yesterday I REGISTERED TO VOTE . . . and my wife did, too! That's the BIGGEST American Freedom of 'em all, and like a dope I've been too careless to protect my own and my family's interests with a ballot!"

"Funny, isn't it? From a cold in the head, I got sense in the head."

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio



Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose stores are filled with the most fine and durable of free Trade materials and through Textiles Republic serves America. Long-wearing, comfortable dress and suit materials . . . gay prints . . . smart drapery and upholstery fabrics . . . all are spun, dyed and woven on machinery made of carbon, alloy and stainless steels . . . much of them from the mills of Republic. New, almost magical synthetic fibers are today developed and produced in the mills of Republic . . . of stainless steels, notably Republic's famed ENDUR-O. Thus steel does its part to help keep Americans comfortably and smartly clothed the year round.

For a full color reprint of this advertisement, write Dept. J, Republic Steel, Cleveland 1, Ohio.



NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

ALABAMA

National Production Authority allotted materials for industrial construction during third quarter of 1952 to following firms: Reynolds Metals Co., Sheffield, coil for aluminum, \$145,600; American Cast Iron, Birmingham, cast iron pressure pipe, \$210,520; Ideal Cement Co., Mobile, portland cement, \$393,901; Associated Cooperatives, Inc., Sheffield, farm fertilizers, \$1,300,000; Calabash Chemical Co., Huntsville, DDT, \$401,000; Gulf Naval Stores Co., Andalusia, pine oil-resin, \$1,800,000; International Chemicals, Inc., Tuscaloosa, phenol, \$1,475,000; Stockham Valve & Fittings Co., Birmingham, valves and pipe fittings, \$86,425, and pipe fittings, \$112,616; Westinghouse Electric Co., Reform, electric light bulbs, \$1,600,000; Republic Steel Corp., Alabama City, open hearth steel, \$25,000; Tennessee Coal, Iron and Glass Co., Jefferson County, blast furnace iron, \$192,000; steel products for \$111,000, \$71,000, \$440,000, \$114,000, \$60,000, \$230,000, \$220,000, \$120,000, and \$225,000, tin, etc. projects for \$513,000 and \$160,000, and wire and wire products, \$84,000; Tennessee Coal, Iron and Railroad Co., Birmingham, pig iron, \$300,000; and steel, \$104,000; and sheet steel, \$95,000; U. S. Steel Corp., Ensley, steel, \$190,000; Woodward Iron Co., Woodward, pig iron, \$290,000; Coosa River Newsprint Co., Coosa Pines, sulphate pulp and newsprint, \$210,000; International Paper Co., Mobile, pulp and paper, \$354,294; B. F. Goodrich Co., Tuscaloosa, rubber products, \$809,300; Goodyear Tire & Rubber Co., Gadsden, \$150,455, 258, and truck tires, \$196,000; W. J. Bullock, Inc., Birmingham, slab zinc and brass ingots, \$765,000.

National Production Authority allotted materials for continuation of projects already begun by following firms: Aluminum Company of America, Mobile, refined aluminum ore, \$870,000; Reynolds Metals Co., Listerhill, aluminum rods, \$2,050,000; Borden Co., Demopolis, formaldehyde, \$700,000; Mathieson Chemical Co., McIntosh, chlorine, \$11,120,000; Newport Industries, Inc., Bay Minette, tall oil-fatty acids, \$48,000; Stauffer Chemical Co., Salco, carbon bisulfide, \$2,300,000; Tennessee Coal, Iron and Railroad Co., Mobile, iron and steel, \$41,521,000; Woodward Iron Co., Woodward, steel, \$415,000; Goodyear Tire & Rubber Co., Gadsden, tires, \$1,528,229.

National Production Authority allotted materials for continuation of projects already begun by following firms: Courtaudia, Inc., Salco, staple fiber rayon, \$25,000,000; North American Mfg. Childdersboro, viscose rayon tire cord, \$27,566,636.

BIRMINGHAM — Birmingham Fabricating Co. has DPA approval for expansion of facilities, \$100,000.

BIRMINGHAM — J. C. Bookout, motor terminal warehouse, 5th Ave. & 35th St. N. cost approx. \$35,000. Earl O. Murray, Clarke Bldg., Archt.

BIRMINGHAM — Continental Gin Co. has DPA approval for expansion of facilities, \$94,713.

BIRMINGHAM — The Englander Co. Inc. has DPA approval for expansion of facilities, \$65,000.

BIRMINGHAM — Johnston-Crowder Manufacturing Co., Inc. has \$30,000 RFC loan.

BIRMINGHAM — The Tampa Brothers Wholesale Grocery Co., 1230 Second Ave. N., office warehouse and showroom, 13th St. bet. 2nd & 3rd Aves., N. Darcey T. Tatum, Jr., Frank Nelson Bldg., Birmingham, Archt.

BIRMINGHAM — Henry Porter, Inc., 103 N. 20th St., remodel building, Lawrence S. Whitten, Brown-Mary Bldg., Archt.

BIRMINGHAM — Southern Bell Telephone & Telegraph Co., Atlanta, dial office building, Warren Knight & Davis, Protective Life Bldg., Archt.

BREWTON — City to extend gas system, \$95,331.

COLBERT COUNTY — Reynolds Metals Co. has DPA approval for expansion of facilities, \$100,000.

FAIRFIELD — Tennessee Coal & Iron Div., U. S. Steel Co., ammonia unloading facilities.

FLORENCE — Utica Knitting Co., Utica, N. Y., may merge with J. T. Flagg Knitting Co.

HUNTSVILLE — Huntsville Times plans newspaper building, D. O. Whilldin, Empire Bldg., Birmingham, Archt.

MOBILE — Tennessee Coal & Iron Div., U. S. Steel Co., P. O. Box 599, Fairfield, ore terminal properties.

MONTGOMERY — Ellis O. and Roye W. Lowry have DPA approval for public storage warehouse, \$60,000.

POWDERLY — Sinclair Refining Co., Box 1710, Atlanta, Ga., \$100,000 warehouse.

SELMA — Alabama Gas Corporation, service center, Raymond Sizemore, 28 S. Hull St., Montgomery, Archt.

SHREVEPORT — Alabama By-Products Corp. has DPA approval for expansion of facilities, \$1,177,800.

TRUSSVILLE — Appleton Electric Co., Chicago, Ill., plan manufacturing plant.

ARKANSAS

EL DORADO — Lion Oil Co. plan refinery expansion.

FORREST CITY — Chamber of Commerce, Jack Porter, Secy., announced plans for \$90,000 garment factory.

PORT SMITH — Paige E. Mullohan Co., Inc. has \$43,000 RFC loan.

JONESBORO — American Handle Co. has \$25,000 RFC loan.

New and Expanding Plants

Reported in June—241

Total for

First Six Months of 1952

1073

First Six Months of 1951

1165

LEXA — C. C. Warfield, Lexa Gin Co., has RFC loan of \$50,000.

LITTLE ROCK — Arkansas Power & Light Co. plans 125,000 kw extension of Cecil Lynch Steam Generating Station.

NOTE TO LITTLE ROCK — Mathieson Chemical Co. acquired fertilizer facilities of Temple Cotton Oil Co.

PARIS — Ira Stetzel, Carroll, Iowa, plans \$150,000 hatchery.

PINE BLUFF — The Diamond Alkali Co., \$300,000 plant to produce chlorine and caustic.

PINE BLUFF — Interstate Construction Co., Inc., has \$80,000 RFC loan.

FLORIDA

National Production Authority allotted materials for industrial construction during third quarter of 1952 to following firms: Pan American Solar Heat, Roble Park Village, water heaters, \$2,977,000; Kenneth D. Norrison, Fort Pierce, farm fertilizer, \$650,000; Tennessee Corp., Tampa, phosphate, \$650,000; Southern Radio and Television, Miami Beach, television antennae system, \$50,000; International Paper Co., Panama City, pulp and paper, \$1,328,790; Firestone Tire & Rubber Co., Ocala, tire retreading, \$89,000.

National Production Authority allotted materials for continuation of projects already begun by following firms: Consolidated Real Estate Investment Inc., Atlanta, aircraft components, \$127,000; Hercules Powder Co., Brunswick chemicals, \$330,000; General Electric Co., Rome, power transformers, \$26,000,000; Westinghouse Electric Corp., Atlanta, electrical equipment, \$600,000; Ford Motor Co., Hapeville, autos and trucks, \$493,667; Atlanta Paper Co., Atlanta, paper, \$1,311,351; International Paper Co., Claytaville, kraft pulp board and paper, \$21,200,000; Rayonier, Inc., Brunswick, wood cellulose, \$24,134,500; Rome Kraft Co., Rome, kraft paperboard, \$27,388,821; B. F. Goodrich Co., Thomaston, rayon-cord-tire, \$2,716,228.

National Production Authority allotted materials for continuation of projects already begun by following firms: Consolidated Real Estate Investment Inc., Atlanta, telephone, \$1,300,000; Merck & Co., Inc., Albany, sulfanilamide, \$1,050,000; Taylor-Colquitt Co., Waycross, railroad ties, \$1,107,300; Southern Paper Board Co., Port Wentworth, kraft linerboard, \$5,050,000; Union Bag & Paper Corp., Savannah, kraft paper and paper, \$20,017,000; Dundee Mfg. Co., Tifton, cotton textile and company, \$1,343,500; Goodyear Tire & Rubber Co., Cartersville, weaving rayon fabric, \$2,878,417; Yates Bleachery Co., Flintstone, cotton goods, \$120,000.

ATLANTA — Alterman Brothers, \$68,682 preserving plant, Moscowitz, Willner & Key, 761 Peachtree St., N. E., Archt.

ATLANTA — J. T. Knight & Son, Inc. has DPA approval for expansion of facilities, \$29,995.

ATLANTA — J. M. Tull Metal & Supply Co., building addition, \$123,487; Fuller & Beckett, 88 Walton St., N. W., Archt.

AUGUSTA — Marks Oxygen Co. has DPA approval for expansion of facilities, \$178,000.

BRUNSWICK — Brunswick Marine Construction Corp., and wholly-owned sub. Concrete Products, Inc., has \$120,000 RFC loan.

HIALEAH — Christmas Iron Co., 4848 E. 10th St., manufacturing building.

JACKSONVILLE — Lehigh Portland Cement Co. acquired 125 ft. frontage on St. Johns River for 5 cement storage elevators and bagging plant.

MIAMI — Air-Lift, Inc., 352 Aragon Ave., Coral Gables, leased 200-acres from Miami International Airport for a/c cargo plant.

MIAMI — Enduro Products, Inc., has \$25,000 RFC loan.

MIAMI — Miami Daily News, Inc., 600 Biscayne Blvd., interior painting of news building, Proj. 5122, \$19,350; Robert Law Weed & Assoc., 550 Brickell Ave., Archt.

MIAMI — Seaboard Airline Railroad Co. acquired platform for Biscayne Annex, 210 block, N.W. 21st Ave., \$69,730; Watson & Deutchman, 620 Chamber of Commerce Bldg., Archt.

MIAMI — Spector & Sons, 575 S.W. 22nd Ave., \$144,000 warehouse, 300 N.E. 73rd St.

MIAMI — Wilcox Machine Co., Inc., has DPA approval for expansion of facilities, \$46,519.

NORTH MIAMI — Weathermaster Manufacturing Co., Ltd., Opa-Locka Naval Air Station, Opa-Locka, \$213,300 warehouse at 1890 N.E. 146th St.; M. Tony Sherman, 625 N.E. 78th St., Miami, Archt.

ORLANDO — American Machinery Corp. has \$85,000 RFC loan.

ORLANDO — Tupper Corp. and affiliate, Tupper Home Parties, Inc., acquired 1-acre, 1000-acre site 12 miles south of Orlando, for \$150,000 factory and office building. Total investment of land and equipment approx. \$1,125,000.

PANAMA CITY — Irwin Corp. has NPA approval for \$45,000 warehouse.

PENSACOLA — E. I. duPont de Nemours & Co. allotted materials by NPA for continuation of work, \$84,414,000.

PLYMOUTH — American Can Co., New York, N. Y., can manufacturing plant and office building area.

SANFORD — Packard-Bell Co., Robert S. Bell, Exec. Vice-Pres., plans additional 150,000 sq. ft. of plant area.

WINTER PARK — Winter Park Telephone Co. has NPA approval for dial exchange building addition, \$22,107.

GEORGIA

National Production Authority allotted materials for industrial construction during third quarter of 1952 to following firms: Consolidated Real Estate Investment Inc., Atlanta, aircraft components, \$127,000; Hercules Powder Co., Brunswick chemicals, \$330,000; General Electric Co., Rome, power transformers, \$26,000,000; Westinghouse Electric Corp., Atlanta, electrical equipment, \$600,000; Ford Motor Co., Hapeville, autos and trucks, \$493,667; Atlanta Paper Co., Atlanta, paper, \$1,311,351; International Paper Co., Claytaville, kraft pulp board and paper, \$21,200,000; Rayonier, Inc., Brunswick, wood cellulose, \$24,134,500; Rome Kraft Co., Rome, kraft paperboard, \$27,388,821; B. F. Goodrich Co., Thomaston, rayon-cord-tire, \$2,716,228.

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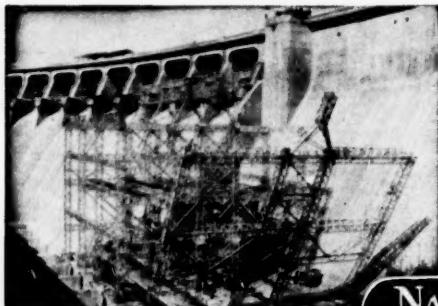
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(Continued on page 14)



THE Nashville Bridge Company will gladly quote on steel structures requirements anywhere in the South and Southwest. Our skill in the fabrication and erection of intricate steel structures is well known. We are particularly qualified to supply the Power Distributing industries with transmission towers and switchyard structures—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



NASHVILLE BRIDGE COMPANY
NASHVILLE, TENN. — BESSEMER, ALA.

NEW AND EXPANDING PLANTS

(Continued from page 13)

CHAMBLEE — Georgia Ornamental Iron Co. plan building, Summer, Locatelli & Co., 684 W. Peachtree St., N.W., Atlanta, Archts.

COLUMBUS — Medley Manufacturing Co., Inc. has \$42,500.00 loan.

DAN — Charleston & Western Carolina Railway Co. has DPA approval for railway transportation, \$92,881.

DUDLEY — Farmers Mill and Elevator Co. has RFC loan of \$50,000.

ELLIJAY — Peerless Textiles, Inc., has DPA approval for industrial construction, \$100,000.00.

GRIFFIN — Pittman Metal Products Co. has RFC loan of \$20,000.

MARIETTA — J. Thornton Flanigan, 262 Garnett St. S.W., storage warehouse and offices, G. Lloyd Preacher & Assocs., 843 Peachtree St., N.E., Atlanta, Archts.

MARIETTA — Lockheed Aircraft Corp., radar and electronic building and flight operations hangar, \$2,499,000, Robert & Co., Associates, 96 Poplar St., N.W., Atlanta, Archts.-Engrs.

ROME — General Electric Co., Francis E. Fairman, Jr. Gen. Mgr., Transformer & Altered Products Div., plans multi-million dollar transformer manufacturing plant, Robert & Co., Associates, Atlanta, Archts.-Engrs.

STATESBORO — A. M. Braswell, Jr. d/b/a A. M. Braswell Junior Food Co., has \$60,000 RFC loan.

WAYCROSS — Emory Lloyd Dell, Jr., Waycross Machine Shop, has \$42,000 RFC loan.

KENTUCKY

HEBRON — Mid-Valley Pipeline Co., Longview, Tex., plan warehouse.

LOUISIANA

CALCASIEU PARISH — Cameron Telephone Co., Inc., Carlyss, Proj. Louisiana 515-A.

GRETNA — Board of Commissioners of Lafourche Basin Levee District, Donaldsonville moving Gretna Ice Service, Inc., ice manufacturing plant, for The Gretna Ferry Levee, \$37,000.

HAYNESVILLE — Mid-Valley Pipeline Co., Longview, Tex., plan warehouse.

JULING — Lion Oil Co., El Dorado, Ark., \$30,000,000 nitrogen fertilizer plant.

MOBILE — Louisville & Nashville Railroad Co., new station and relocation of tracks, est. cost \$752,000.

NEW ORLEANS — Chrysler Corp., R. S. Bright, Gen. Mgr. of Tank Engine Plant, plan aluminum plant for Michoud Ordnance Plant.

NEW ORLEANS — Cyril Menegra, new office and shop building, and adaption of a Butler Bldg., 113 St. Charles Ave.

NEW ORLEANS — Laclede Steel Co. plans \$4,000,000 expenditure for structural steel production.

OAK POINT — Oronite Chemical Co., Whitney Bank Bldg., New Orleans, plan modifications to Oak Point plant.

SHREVEPORT — Independent Ice & Cold Storage Co. 2-story addition to cold storage warehouse, \$33,700, Neild-Somdal Assocs., 960 Jordan St., Archts.

MARYLAND

National Production Authority allotted materials to following to start new buildings: Bethlehem Steel Co., Sparrows Point; Robert E. Thompson Ovens Mills; Ellicott Machine Co.; Baltimore Engineering Works Co., Bladensburg; Edgewater Steel Co., Baltimore; and Reisner Manufacturing Co., Hagerstown.

National Production Authority allotted materials to following to continue work on projects already begun: West Virginia Paper & Pulp Co., Luke; Celanese Corporation of America, Cylburn; and National Chemical Co., Baltimore; Conforti Springs Co., Baltimore; and Glenn L. Martin Co., Middle River.

Defense Production Administration granted certificates of necessity to following: Pangborn Corp., Hagerstown, \$225,000; Bethlehem Steel Co., Sparrows Point, \$5,453,000; Bethlehem-Sparrows Point Shipyard, Inc., Baltimore County, \$212,000; Reid Aver Co., Baltimore, \$20,000; Engineering & Research Corp., Rivertown, \$176,500.

BALTIMORE — The Baltimore Salesbook

Co., Taibot T. Speer, Pres., 3100 block Frederick Ave., plans 3-story addition; cost approx \$500,000.

BALTIMORE — Albert E. Lessberger, Jr., warehouse, 1216 Key Highway, \$30,000.

BALTIMORE — The Procter & Gamble Co., C. F. Harshbarger, Plant Supt., Archolson & Hubert S. has NPA approval for new construction and allocation of materials.

BALTIMORE — Universal Sales Corp., Vera St. & Chesapeake Ave., garage and office building, 1836 Chesapeake Ave., \$35,000. Lawrence A. Menefee, 347 N. Charles St., Archt.

BALTIMORE COUNTY — Arcrode Corp., P.O. Box 6986, Sparrows Point, \$35,000 addition to storehouse, Sparrows Point Cutoff, Edgemere.

BALTIMORE COUNTY — William H. Heimbach, 527 S. 48th St., addition to building, Pulaski Highway.

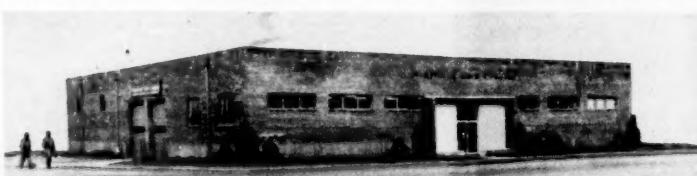
MISSISSIPPI

National Production Authority allotted materials for industrial construction during third quarter of 1952 to following firms: City of Meridian, Meridian, sewer pipe, \$2,100,000; H. C. Staley Co., Hattiesburg, toxaphene, \$44,583 and resin, \$661,270; National Chemical Corp., Yazoo City, anhydrous ammonia, \$7,122,466; City of Brookhaven, lawn mowers, \$500,000, and rubber and plastic flooring, \$1,597,000; Westinghouse Electric Corp., Vicksburg, manufacturing of lighting equipment, \$6,231,069; International Paper Co., Miss Point, pulp and paper, \$31,209; City of Amory, garments, \$300,000; City of Macon, garment factory, \$125,000; Pearl River County, Poplarville, manufacture of women's slips, \$480,000; City of Sardis, luggage, \$126,000; Board of Aldermen, Senatobia, men's and boys' shirts, \$262,500.

National Production Authority allotted materials for continuation of projects already begun by following firms: Spencer Chemical Co., Warren County, anhydrous ammonia, \$13,958,000; International Paper Co., Natchez, pulp, \$22,233,968; City of Greenville, duck and blankets, \$8,000,000.

(Continued on page 59)

IN THE TRINITY INDUSTRIAL DISTRICT



"Under the
Skyline
of Dallas"

the fine new home of the
**ARMSTRONG CORK
COMPANY**

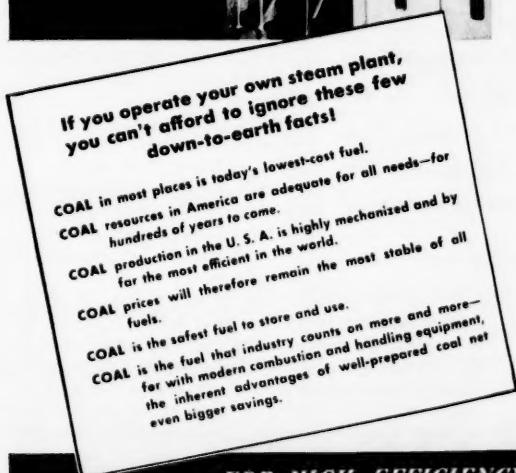
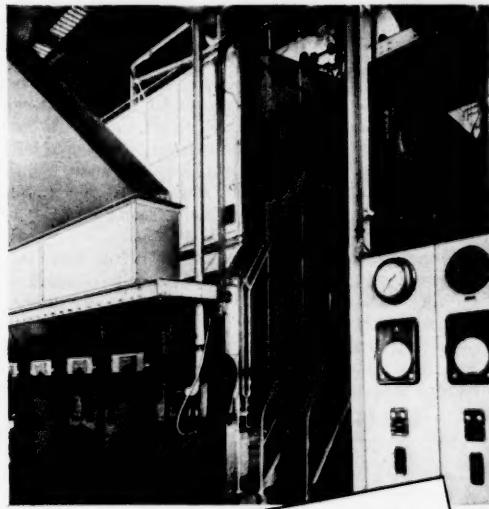
For information on the Trinity
Industrial District consult
your real estate dealer or . . .

INDUSTRIAL PROPERTIES CORPORATION, 401 Republic Bank Building, RI-6552, Dallas

"HOW WE SAVE MORE THAN \$90,000 A YEAR— BY BURNING COAL THE MODERN WAY!"

says W. H. FISHER, Plant Engineer, Kerr Bleaching and Finishing Works, Concord, North Carolina.

"Powering our plant used to take nine boilers—now *one* does the same job using 30% less fuel! 6 firemen now do the work of 18—thanks to modern coal-handling equipment and automatic controls. That's why we say, you can't beat bituminous coal burned with modern equipment."



Above is a view of the plant's modern, space-saving coal-storage silo. To the left is a close-up of the firing aisle, showing the spreader stoker and the main control panel. Coal handling is automatic and dust-tight throughout. Automatic controls regulate firing, drafts and feed-water—give maximum efficiency at lowest cost.

Burning coal the modern way can save you money, too! First, labor costs can be cut to a minimum with up-to-date coal- and ash-handling equipment. On top of that, today's combustion installations give you 10 to 40% more power from each ton of coal than was possible a few years ago!

If you're planning to modernize, or if you're building a new plant, call in a consulting engineer. He'll show you how you can get big savings by burning coal in a modern plant designed to meet your specific needs.

America's coal reserves are virtually inexhaustible; America's coal industry is the world's most productive and efficient. That's why coal has a future dependability of supply that no other fuel can offer. That's why, of all fuels, the price of coal is most likely to remain stable.

BITUMINOUS COAL INSTITUTE

A Department of National Coal Association, Washington, D. C.

FOR HIGH EFFICIENCY  FOR LOW COST

YOU CAN COUNT ON COAL!

LITTLE GRAINS OF SAND

*"Little drops of water, little grains of sand,
Make the mighty ocean, and the pleasant land."*

Deliberate Inflation. What the Administration is now doing is in startling contrast to what it is saying about the remaining threat of inflation. And the last thing the Administration wants to see this year is a decline in the civilian sector of the economy because that could easily prove the key factor in determining the outcome of this year's elections. That is why the whole barrage of measures designed to liberalize the economy's credit structure is rather suspect as to its purpose. This impression is further strengthened because these credit measures must be viewed in conjunction with the Administration's wage policy—as formulated in the steel case—and recent changes in fiscal and debt-management policies. There can be little doubt that all of these measures, taken together, add up to a determined drive to instill another artificial uplift into the civilian sector of the economy.

Socialistic. The coming political campaign debate may determine how far Truman socialism is depriving those who save their money from receiving a fair return on their investments. Inflation is slowly depreciating fixed investments. Trumanism is now impairing the only hedge the investor has had, the opportunity of equity stocks to rise. But with Government seizure and with Government dictation, there can be no hope of reasonable dividends.

If the Government, under the guise of an international emergency which it is believed will last another decade anyway, is to set up a permanent system whereby wages are to be increased whenever the labor unions demand it, but no price increases are to be permitted to compensate the producers, then the collapse of major industries becomes a realistic threat, and owning an equity in them becomes disastrous.

Hands Off. When a government begins to allocate something a shortage immediately develops where none existed before. When a government takes charge of production, production falls. When a government

replaces a free market, people begin to do without. Man has discovered no device so potent to stop production and disarrange distribution as the device of government control and interference. If the Government of the United States—along with other governments—will attend to the matter of keeping peace, law and order, and if it will get its fat, stupid self out of trying to govern economic matters, the people left to themselves will find ways to accommodate themselves to changes just as they always have when and where governments have left them free to do so.

Liberals. A true liberal has faith in free men. He is conscious of their natural inclination to co-operate for their own benefit and he knows that only in the release of their energy is good accomplished. He, therefore, does not want power. He wants only freedom from power, the mark of civilization. And he reasons that he cannot correct uncivilized man by becoming uncivilized himself. True liberals recognize that they have no logical rights, with respect to other people, beyond the defense of themselves. Nor do they grant to an agency—government in any of its forms—any rights which they themselves do not possess. A government by true liberals has nothing to dispense except equal protection against, or equal penalizing of fraud, misrepresentation, predatory practices, and violence.

Paradox. It would seem that a defense boom would be an ideal period for union organizational activity. But recently it has not worked that way. Tight labor markets have encouraged employers to bring their wages and fringe benefits up to the prevailing practice for their area or industry. The interesting result of this situation is that employees tend to vote "No Union" at representation elections. In fact, the worker may have a desire to keep the union out, because he sees cases where the presence of a union results in long

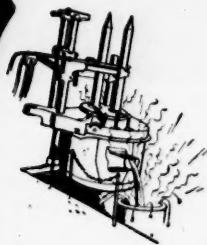
(Continued on page 21)

Steel has
"FINGERPRINTS"
too!

the quality of the
steel you use is
an important
factor in the
quality of your
finished product...

therefore, you
may be interested
in the steps taken
at **CONNORS STEEL
COMPANY** to in-
sure the quality of
CONNORS STEEL...

this is one phase of
"quality control"
at **CONNORS...**



Steel's "fingerprints" are photos of its grain structure as seen through a metallurgical microscope. They identify its quality and characteristics.

"Fingerprinting" steel, a necessary step in the control of quality, is regular procedure at Connors in the production of fine steel.

Producers of electric furnace steel and a variety of light steel products for the Southern market, Connors is now engaged in a program of plant expansion designed to increase its capacity more than a third.

CONNORS STEEL COMPANY
ESTABLISHED 1907
DIVISION OF H. K. PORTER COMPANY, INC.
BIRMINGHAM, ALABAMA



*Huge Westinghouse Plant, Reform, Ala.
Rust Engineering Co.*

S T E E L **delivered on schedule**

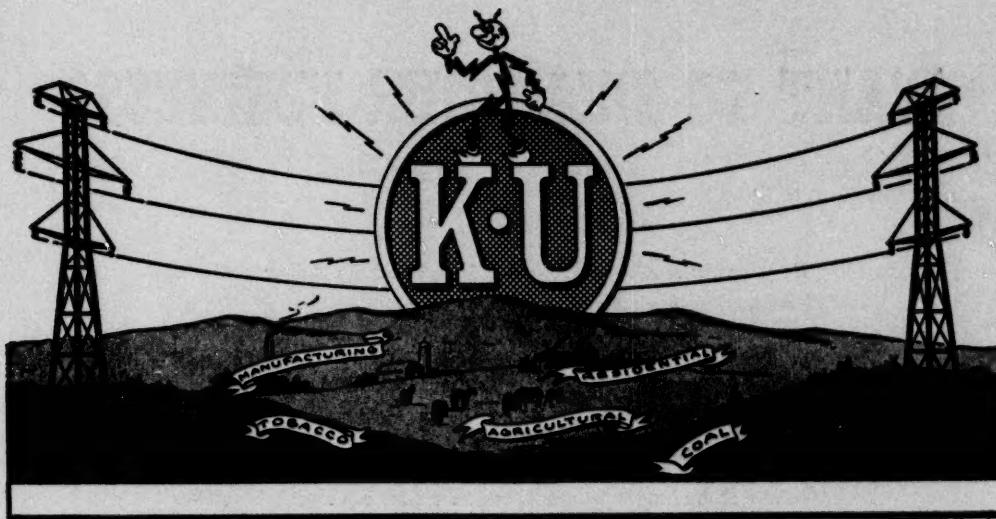
The intricate details of this structure, together with its vast size, presented the type of problem for which the O'NEAL plant is well fitted. Not only was the fabrication done with complete accuracy but it proceeded on schedule for delivery on the dates specified. All of that is typical O'NEAL service.

O'NEAL STEEL WORKS

BIRMINGHAM, ALABAMA



MANUFACTURERS RECORD FOR



POWER FOR KENTUCKY'S PROGRESS

KENTUCKY UTILITIES COMPANY serves 74 of Kentucky's 120 counties with electricity. Its service area includes the rich farm lands of the Blue Grass, the industrial communities of western Kentucky, and the vast coal fields in the western and southeastern parts of the state.

Beginning with five small, isolated operations in 1912, KU has grown in 40 years to a hundred million dollar power network. In 10 years its industrial customers have increased 72 per cent, commercial customers 45 per cent, and rural and residential customers nearly 70 per cent. Increases have been consistent, year after year.

Agriculture has long been the foundation of the Commonwealth's economy. Industry, however, is now moving to a more important place in county after county. More than 150 new industrial plants have located in KU service territory since 1946.

Livestock, burley tobacco, thoroughbred horses, dairying, poultry—all are factors in the trend toward more prosperous agriculture. Kentucky's lakes and parks, historical sites and world-famed caverns make her a mecca for tourists.

Keeping up with the state's growth is Kentucky Utilities' expansion program designed to anticipate and meet all future power needs. Its steam and hydro-electric plants now turn out a billion and a half kilowatt hours a year, an increase of 105 per cent in the past 10 years. Planned additions will provide capacity that will almost double this figure by 1954. KU is one of the five companies building the mammoth Electric Energy, Inc., steam electric generating station at Joppa, Ill., to help serve the Paducah atomic energy plant.

Gross electric revenues have grown from \$12,400,000 in 1942 to \$26,400,000 in 1951. Of the 1951 gross, \$14,200,000 or nearly 54 per cent, was derived from residential, rural, and commercial customers.

This is another advertisement in the series published for more than 15 years by Equitable Securities Corporation featuring outstanding industrial and commercial concerns in the Southern states. Equitable will welcome opportunities to contribute to the further economic development of the South by supplying capital funds to sound enterprises.

NASHVILLE
DALLAS
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Securities Corporation

RALPH OWEN, President

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AND
JACKSON, MISS.

TWO WALL STREET, NEW YORK 5

WANT TO SELL YOUR BUSINESS?

Do you want to sell your business? If so, and if it's a large, well established business, we can probably help you.

As investment bankers, we have excellent connections with many of the nation's major industrial and commercial corporations. And we have a cordial relationship with hundreds of individual investors. Thus, we are in touch with the logical prospects.

Because of our long experience in corporate finance, we can help you work out the type of transaction best suited to your particular requirements. For instance, an exchange of stock may be most desirable . . . or the sale of your stock for cash may be indicated . . . or the sale of your company's assets may be most advantageous . . . There are many possibilities. It is important that you select the one best suited to your situation.

If the sale of your business should involve financing, we would be equipped to handle it. In the single year 1951, we participated as an underwriter in new corporate and municipal issues aggregating \$2,020,612,653. Our participation was \$81,072,738.

If you own a sound and profitable business, and if you want to sell it, we would like to talk to you. Just call any of our branch offices for further information, or 'phone us at LD-97 in Nashville to arrange an appointment.



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EQUITABLE
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ATLANTA
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AND
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RALPH OWEN, President

322 UNION STREET, NASHVILLE 3

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LITTLE GRAINS OF SAND

(Continued from page 16)

strikes, over issues that have nothing to do with wages, benefits or hours of work.

How Dumb Are We? President Truman, Secretary Acheson and others have on various occasions attempted to tell the people of the nation why we are in the Korean mess, and at their prodding, various military leaders have made similar efforts. They may have fooled some of the people, but certainly not all of the people, nor even a majority of them. The people of this country know that we were thrown into this war by the President in violation of the Constitution, just as he seized the steel industry in violation of the Constitution. The Constitution provides that only Congress shall have the power to declare war, but the President ordered American forces into action in Korea without consulting Congress. This unconstitutional act of the President has already cost America more than 118,000 casualties, and more than 12 billion dollars.

Accelerated Lawlessness. Two decades of creeping statism, with power seeping from the individual and from Congress to the executive branch of the government, has increasingly threatened each and every American. More and more, following the lead of his immediate predecessor, President Truman has shown an arrogant indifference to laws and to the Constitution of the United States. If he didn't like a law such as Taft-Hartley, then for him the law did not exist.

This desire for power brought with it an increasing belief that the President alone, stood between the individual and the "interests" that would destroy America. Champion of organized labor which had been built with Roosevelt's and his help into a monopoly that dwarfs old-time industries monopolies, the President's action in seizing the steel mills was only the culmination of similar unlawful acts of the past. Each new defiance, greater than the last, strengthened his power at the expense of the individual citizen and of Congress. Fortunately the Supreme Court of the United States called "halt": now it is up to Congress, through legal means, to restore organized labor to right proportions.

Monopoly. Since Franklin D. Roosevelt's 1936 sell-out to John L. Lewis, union labor, through its leaders, has become the most colossal monopoly ever known to man. The power-mad leaders of America's labor union movement can, and often do, paralyze the entire economic set-up of the country. Aided by such weapons as the general strike, the check-off, the union or closed shop, industry-wide bargaining and Government partisanship, American labor leaders have made the unions a monopolistic force hitherto unheard of. Their power under present laws is limitless. In the middle of a war effort they can, and did, stop the flow of steel to our armed services. Similarly they can, and some day will.

(Continued on page 22)



HOW TO GET THE RIGHT PAINT FOR ONE-COAT COVERAGE

New, free book brings industrial painting facts up to date. We don't make paint. But to help you get full value from the paint you buy, we'll send you this fact-packed book on aluminum paints. Read it before you plan another paint job. It can save you time and dollars.

You may know that aluminum paint is best for many places in your plant. But do you know what kind of aluminum paint is best for each job? Some are specially formulated for painting metal and masonry, others for wood, others for heated surfaces. Mail the coupon for the free book that answers these and hundreds of other paint questions.

SEND FOR FREE BOOK



ALUMINUM COMPANY OF AMERICA,
Paint Service Bureau, 1795-G Gulf Bldg., Pittsburgh 19, Pennsylvania.

Please rush me free copy of "Painting with Aluminum."

Name (please print) _____

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We plan to paint the following _____

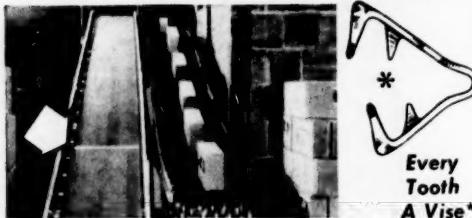
Look for this shield on aluminum paints made
by many paint manufacturers using ALCOA
PIGMENTS



ALLIGATOR



CONVEYOR BELT LACING



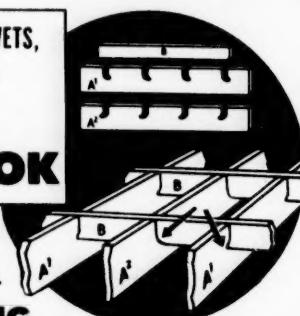
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LITTLE GRAINS OF SAND

(Continued from page 21)

stop ships from sailing, trains from running, meat, milk and potatoes from getting to market, coal from being mined, and even public servants from doing their sworn duty. If this is not monopoly that should be broken up or at least restrained, then what is it?

Washington Fallacy. Government planners have repeatedly advanced the idea that government can successfully employ taxation as an aid in stabilizing business and eliminating undesirable fluctuations. The fallacious nature of this assumption should have been thoroughly demonstrated by experiments along that line conducted in the Thirties. Taxation only transfers buying power from individuals to government. For every billion dollars which taxation subtracts from orders for goods by individuals, a billion dollars tends to be added to governmental orders for goods. This transfer has, therefore, little tendency to stabilize business activity, for statistics show that, as a rule, individuals promptly convert their available spending power into purchases, and that governments likewise quickly use their purchasing power either to hire employees or to buy tangible goods. But the things bought, and hence the type of production encouraged thereby, may be very different indeed. As a rule, individuals employ their dollars to secure the things they want most, while, by contrast, Treasury funds are used for the purposes deemed most desirable by Government officials. And these officials have occasionally sponsored such bizarre projects as the studying of potatoes in order to destroy them.

Controls. With a decade of experience showing the havoc wrought by controls, one would suppose that all Americans having intelligence ratings above that of moron would laugh to scorn any politician proposing to extend controls. But, strange as it may seem, numerous members of Congress seem to have taken seriously the President's plea that his power to fix prices and wages be continued. He asserted that this is necessary—perhaps in order to stop inflation—perhaps in order to prevent deflation. Can it be possible that the President and his economic advisers are not aware that nowhere can they find an example of direct controls preventing the price level from either rising or falling to the same extent that it would have done had there been no controls? Do they not know that the only dependable way to prevent either inflation or deflation is to control the money supply, and that such control is almost impossible if the national budget is not kept in balance? But perhaps these gentlemen are not as ignorant as their pronouncements indicate. Controls give power—and politicians love power. Furthermore, controls require many well-paid controllers—and politicians have many political debts to meet.

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UNITED STATES STEEL

a drive to the MOON-



On a road paved with **YOUR** Dollars

A road twenty feet wide, carpeted with one dollar bills, extending 256,471 miles through space to the moon,--illustrates the astronomical magnitude of our Federal debt.

1932 was a bad year for most of us, whether we were in business, or looking for a job, or going to school.

1952 seems much better to the majority of our citizens, with increased business, high wages and a good education for the children.

But how much better off, really, are those of us who think "we're in clover"? Consider our National debt which has skyrocketed from 19 billion dollars to over 260 billion dollars in the past twenty years.

Such a figure is difficult to grasp. But it represents your debt, the amount that you and your

family must pay. This debt is the obligation of every man, woman and child in the United States. The interest on this debt must be paid through taxes, and as the debt increases, the more our taxes will increase. If you have a wife and two children, your share of the Federal debt is now approximately \$7,000.

Your debt is now 13 times what it was in 1932, and they're planning right now, down in Washington, to inflate it even more.

Do you like it? Is that what you want? If you don't like it and don't want further expansion of our Federal debt, it's up to you to let Washington know. Only when American citizens are aroused and speak up, by electing able and patriotic men to public office, will there be an end to this orgy of public extravagance.



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"What Enriches the South Enriches the Nation"

Quo Vadis?

Big government, since 1933, has not only been pursuing a deliberate policy of taking over an increasing share of the economic affairs of the nation formerly carried on by private business with private capital, but, by doing so, it has also undermined the peoples' will to resist its relentless march toward socialism.

The colossal amount of money being sucked from the people in taxes to feed this voracious government vampire of ever increasing size is only one dangerous feature of the socialistic trend, though it is admittedly a basic one.

Through subsidies, hand-outs, and ceaseless propaganda, the Administration is currying public favor for a planned society under which the government would be supreme. We have already traveled a long distance down this road. Not only is our economy honeycombed with government regulations and red tape, but also the government owns or controls large sections of our enterprise system.

An outstanding example of the growth of government ownership is the electric power industry. Two decades ago the Federal Government was producing only one-half of one percent of all the electricity generated in the United States. By 1951 the proportion had increased to 12 percent. If state and local government production is included, the proportion is almost 20 percent, and it is estimated that Federal projects may account for 25 percent of the new production capacity to be constructed in the next two or three years. In some sections of the country, government domination is even more pronounced. Private utilities are being squeezed out by grossly unfair competition from tax free government projects, while state and local governments suffer a substantial loss in tax revenue. Furthermore, this development is a serious menace to general business enterprise since mechanical power is the key control of all industries.

The Federal Government is the nation's largest landholder. It owns about one-fourth of the total land area of the country. This land is supervised by some 60 Federal agencies with varying policies and practices. Present plans provide for the acquisition of many more millions of acres.

The Senate Committee on Public Lands in 1947 reported: "From the activities of various government agencies there has developed a Federal policy of land acquisition which stresses Federal ownership and

control of all the resources of the United States. This policy is inimical to the proper and full development of many of the States of the United States and seriously impairs the entire tax structure of such States and their local subdivisions. It would be for the best interests of the country if many million acres of Federal land were sold to private individuals who could convert them to productive use and provide government revenue."

The Federal Government is the world's largest banker. Its credit and lending operations have far outstripped emergency needs and preliminary figures show a combined total of \$51 billion as of June 30, 1952, according to a study made by the Bureau of the Budget.

The Federal Government has also gone into the insurance business on a grand scale. Its insurance not only covers risks not ordinarily insurable through regular private channels but also competes directly with insurance companies. It is estimated that the amount of life insurance in force sponsored by the Federal Government will approximate \$325 billion by the end of 1952, as compared with \$300 billion for private firms. Federal, state, and local governments sponsor about 300 welfare plans, expenditures for which aggregate around \$23 billion annually.

By following unsound fiscal policies, the government is making it increasingly difficult for the American people to provide for their own security, and this in turn compels them to turn to the government for aid.

While the American people have looked indifferently and complacently at the national political scene, powerful forces have been at work undermining the American system. For 19 years the tax-consuming activities of the government have been rapidly expanding, while there has been a relative shrinkage in the revenue-creating activities of private-enterprise. Not by direct confiscation nor bloodshed has this been accomplished but rather by a more subtle procedure similar to that followed in the totalitarian countries, by destroying values and earning power. This is being done by heavy and discriminatory taxation, restrictions, regulations, and ruinous competition.

Citizens, by their ballots, must reverse this stealthy trend toward socialism. With the generally accepted exception of the President's home state, elections are still conducted honestly in the United States.

Stock Prices Creep Forward On Broad Front

Pressure of uninvested funds may terminate long stalemate.

By Robert S. Byfield
Financial Editor

LAST month when this column was written the Dow-Jones Industrial Average stood in the neighborhood of 261 and it has now advanced to above 269. We have repeatedly expressed the opinion that the stalemate in the securities markets would extend into the Summer. In a sense this is what has happened, although during the past three weeks there has actually been a creeping but most impressive advance in the prices of many securities. Railroad stocks have been particularly firm, aided by excellent earnings statements. Utility shares have seesawed with losses practically offset by gains, but with respect to this group it should be remembered that much new financing is taking place and for prices to hold their own while this is going on is itself significant.

Recently a considerable number of so-called blue chips have advanced into new territory. These include shares of a widely diversified list of companies including some in the automobile, oil, chemical, food distributing and chain store businesses. They comprise issues which have the reputation of being good "inflation hedges" and others which are supposed to be defensive in nature. The only conclusion which may logically be gathered is that for such a heterogeneous group of securities to advance spells investment buying of a sound nature. We have been in a waiting period. There has been doubt in the minds of many investors as to whether purchases should be made because of the long drawn out truce negotiations at Panmunjom and there has also been hesitancy because of the steel price-wage controversy which has now settled down into a strike situation.

Despite the holding back of commitments, there is apparently a considerable pressure of funds which for one reason or another have to be invested. That there is no dearth of investment money, provided investors receive a fair return, is indicated by the recent heavy over-subscription of the 6-Year U. S. Treasury 2½% issue. Here then is a powerful backlog which slowly but surely is emerging during this unsettled period. If no new startling event occurs either domestically or on the international scene the stalemate which has continued for so many months now will eventually be broken. Surprisingly enough, if our opinion is correct, it will be broken by a more spirited resumption of the advance rather than by a collapse or break in prices.

Naturally, in a period of this kind,

stocks do not all move in the same direction at the same time, and due to many crosscurrents in industry and business, aggravated by government controls, prosperity or lack of prosperity has been far from uniform. There is gathering evidence that Washington would be quite happy to see a period of rising prosperity between now and next November. There are a considerable number of devices which can be called into play to stimulate business and some of these have already been used.

While historically the prices of common stocks are at high levels, yet judgment on this basis alone would be hazardous. Other important components of the national economy, such as Gross Product, National Income, Wages and Salaries, Corporate Book Values and Personal Incomes are also at record highs. The purchasing power of the Dollar stands practically at its all time low. In our opinion too little attention has been paid to what we believe to be a fact; namely that the average American investor is and has been for a long time much more "slump minded" than "boom minded." Memories of 1929-1933 are still with us. There has been a great deal of loose talk in high administration circles about booms and busts and what causes them. An excessive degree of sensitivity on the part of the public to fluctuations in our economy has been developed over the years. We have become less rather than more immune to changes in business prosperity. Under such conditions we seriously question whether common stocks as a whole have been over-valued marketwise; on the contrary, investor psychology has been such as to produce under-valuation rather than over-valuation. The relatively low volume of speculative transactions on the stock exchanges in recent years will bear witness to this. To put it another way, American investors have been quicker to discount poor business rather than to anticipate good business.

Superimposed upon this psychological background have been the propaganda efforts of the Kremlin which have consistently followed the now world-wide familiar pattern. Here it is in a nutshell. The United States as an aggressor nation started the Korean war to maintain or produce a high rate of profits for Wall Street and big business monopolies which control Washington's foreign policies. This is why Soviet propagandists call anyone with financial or big business connections a "warmonger."

The corollary of this line is, of course, that Wall Street does not want peace because without war contracts the profits of big business would be impaired. Furthermore, if peace should come then the stock market would collapse. In other words, Moscow has attempted to sloganize stock market performance. Naturally, the slogan represents a gross oversimplification and it is offered in the sole interest of the Kremlin's propaganda machine, but unfortunately a belief or partial belief in the fallacious reasoning underlying this slogan has extended far beyond the ranks of the Communists themselves. It is the old story that if something is repeated often enough and loudly enough, no matter how absurd it is, it will eventually gain some degree of acceptance. We do not feel it is overstating the case to say that Soviet propaganda has contributed to the anxiety on the part of the American investor as to what would happen to common stock prices if a genuine peace were to loom up on the horizon.

Recently the whole matter was brought sharply to public attention by a visit on April 24th of two Soviet journalists who asked for and received an invitation to inspect the New York Stock Exchange during a trading session. They were met by an official of the Stock Exchange and by the writer of this column. Full opportunity was given to ask a wide variety of questions relative to the mechanics of stock trading, distribution of stock ownership, the raising of venture capital and the functioning of financial institutions, but the visitors seemed to have only a single objective, namely, to gather evidence that if peace would come the price of common stocks would fall. On this subject it was pointed out that in the event of a real peace there would undoubtedly be some unsettlement and certain groups of stocks would be adversely affected. Others would not be affected one way or another and a third group, such as electric utilities and growth stocks in the highest excess profits tax brackets would be likely to rise. It was carefully explained that the electric and gas utilities would benefit from a deflation in the economy because their costs would probably go down. It was further stated that a real peace would bring a tremendous decrease in taxes, particularly corporate income taxes, and this would have a beneficial effect upon the earnings of many companies even if gross sales declined. A month later Pravda printed an account of their inspection and from the contents of the article it was obvious that these gentlemen needn't have visited the financial district at all. What Pravda wrote was the strict prefabricated party line. It had no relation to the facts which were outlined to the Soviet journalists.

The story emphasizes, among other things, the danger of preconceived ideas. Unfortunately, there is a tendency among many conservatives as well as the Communists to seek oversimplified packaged answers to their problems. In any appraisal of security values in these troubled times this factor must be taken into account.

INCOME TRENDS-3

The South Can Hasten Its Income Gains

By Caldwell R. Walker
Business Trends Editor

This is the third and last of a series of studies designed to point out the ways in which the South can improve its income status.

SOUTHERN income is rising.

But is it rising as fast as it should?

Measured on a per capita basis, Southern income is still almost one third lower than that of the other 32 states.

Recently, improvement has been positive, but far from decisive.

When measured on the same per capita basis, Southern income, in 1929, was but one half that of the other 32 states.

During the 22 year period, 1929 to 1951, Southerners marked up a percentage gain of 180 while the other states were gaining only about 100 per cent.

On the face of it, this looks good.

But, how long, at this rate, would it require for the South to bring itself up to par with the rest of the country?

At the end of the next 22 years, that would be in 1973, Southern per capita income, measured in uniform (1929) dollars, would stand at \$770, against \$396 in 1929, and that of the other states would stand at \$922, against \$798 in 1929.

By the end of another 32 years, the Southern figure would be \$957, that of the other states, \$1,004. That would be in the year 1995.

Not until after the turn of another century, would Southern income arrive at a par with the rest of the Nation.

Also, it may be somewhat of an assumption to presuppose that Southern income will continue, without carefully planned effort, to perform at the same rate it has recorded during the past 22 years.

It can be noted that the best part of the 22 year gain was made in the earlier stages, and that during the past half decade there has appeared a definite tendency to level off at a considerably lower rate of gain.

Even when assuming that past rates can be maintained, a half century is quite a spell to wait, and it must remain questionable in a number of Southern minds whether or not such a waiting period as that is justifiable.

This is particularly true when it is considered that the South possesses the necessary resources, not only to maintain past relationships, but even to improve these materially.

South Has Obvious Advantages

At all times, diversified resources are a prerequisite for intensive industrial activity.

As evidence, witness the difficulties faced by England and other nations possessing a similar economy. Their incomes suffer.

To a much lesser degree, the same situation applies to the New England States of this country. The difference in this case, lies in the fact that nearby supplies are readily available.

Resources form the foundation for industrial progress, and this principle becomes doubly true in periods of high business activity when industry is performing at capacity rate.

To cope with such circumstances, the South has no peer. In natural resources it matches, or excels, any other region in the United States.

But, while these resources are being utilized at commendable rate, more are being exported to other regions than are being used in the South itself.

More complete exploitation of its own raw materials presents for the South an opportunity, while alone should enable the region to reach top level incomes.

Also Hidden Advantages

There is, also, that other form of resource without which no industrial machine may perform. Machines are as yet useless without human hands to man them.

This is a resource which, for one reason or another, is not always so clear to the human eye. Yet it is by reason of this oft-times hidden resource that the South is best qualified to step up its rate of industrial growth, and thereby its rate of income growth.

It was learned in the first article of this series that the South's inactive pool of potential labor considerably exceeds that of the rest of the Nation.

Advantages Not Utilized

For the other 32 states, 39 per cent of all population is engaged in private enterprise of one sort or another. In the South, only 35 per cent is so engaged.

Small as this percentage differential may seem in itself, it represents an idle

labor pool in the South amounting to almost two million persons.

Some of these are women, and Southern women have been slower than their northern and eastern cousins to leave the home for shop or factory.

How much of this hesitation is from choice, how much for lack of opportunity, is still a question.

It is interesting to observe, however, that Mississippi, under its BAWI plan, has experienced no difficulty in manning its many new apparel factories set up primarily for female employment.

It is also worth noting that the Carolinas, with their many textile plants suitable for female employment, have a considerably higher percentage of population in their labor force than other Southern states that are not so equipped.

In any event, there appears little logical reason why the South should not be able to utilize as much of this portion of its human resources as any other region.

Were all of the 1,956,000 Southerners, now inactive, playing active roles in the Region's economy, the result would be another six to eight billion dollars added to Southern income, and another \$150 per head added to per capita averages.

Another Hidden Pool

In a somewhat similar category is another pool of labor, equally as valuable, but perhaps somewhat more difficult to utilize.

Working on Southern farms, there are now 5.6 million persons, mostly men. These workers produce \$6.6 billion in income.

In the other 32 states, 4.7 million workers produce \$11.0 billion in income.

If Southern farm workers produced income at the same rate as in other states, it would require 1.7 million fewer Southern farm hands to produce current income.

Yet, we saw in a previous article of this series that, acre for acre, Southern farm lands outproduce those of other regions.

It all adds up to this: Too many Southerners stick to the soil, sharing among themselves incomes that dwindle to the point of meagerness by reason of the division, whereas many might be engaging in other enterprise to the prime benefit of all.

The question again arises: How many do this by choice, how many for lack of opportunity to do otherwise?

Time has proved that it is quite unlikely that all, or even an appreciable number of this pool can be quickly and completely lured away from traditional agrarian pursuits to take part in other economic activity in removed industrial centers.

Some have gone that way in the past, and others undoubtedly will do so in the future.

But to make good use, and immediate use, of this highly potential segment of Southern labor, it would appear strategic to apply a different method.

Utilization Is Feasible

When Mahomet propounded his famed decision to go to the mountain, he was

(Continued on page 28)

(Continued from page 27)

actually putting into practical form a solution that constantly must be applied to daily routine.

A great many things which may not be accomplished in one way, can usually be accomplished in another.

If Southern farmers will not go away to distant factories, why not bring the factories to them?

There are few reasons why this should not be done; many reasons why it should.

There is really no valid reason why all new industrial plants should seek sites within the environs of established metropolitan centers.

There are, of course, some types of industry that are especially keyed to supplies that are found only in cities. These, without doubt, will continue to seek cities for location.

On the other hand there are many other types that actually can thrive better when based in the heart of raw material production.

Many Southern Plant Sites

While preparation of the 1952 Blue Book of Southern Progress was under way, studies were made of some two hundred small cities in the South. These ranged from 20,000 population upward.

In addition, brief surveys were made of about one hundred smaller urban centers ranging from five to nineteen thousand inhabitants.

In practically all of these towns and cities, definite evidence was found that manufacturing plants of all sizes and of most types were being operated with marked success.

Industrial growth in most of these smaller communities has been phenomenal over the past decade, yet evidence also is clear that investment opportunity in these locations has barely been scratched.

With very few exceptions they are situated either within the heart of valuable raw material fields, or so close by as to have practically the same advantage.

Naturally, some are better adapted to certain plant types than others. Many have unique and individual advantages.

But of all it can be said that they possess the one prime requisite—manpower, awaiting opportunity to contribute to the upbuilding of Southern income.

There appears little doubt that, as time goes on, and capital becomes fully aware of the real value of these unseen pools of manpower, they will become a trump card in the South's income contest.

Southern cities of metropolitan size can be expected henceforth to develop mightily, as they now are doing, urged forward by the weight of their own performance.

But to fully consolidate the complete income potential of the South as a whole, intensive effort should be directed now toward analyzing, compiling, and publishing little known but weighty facts about a little known but powerful labor force that lurks in and around the lesser urban centers of the Region.

First National of Birmingham Honors R. I. Ingalls, Sr.

The late R. I. Ingalls, Sr., one of the most colorful figures in the industrial South and dynamic chairman of the board of The Ingalls Iron Works Company, largest Alabama owned industry, was recently honored by one of Alabama's outstanding banking institutions.

The occasion was the presentation of a handsomely inscribed memorial to Mr. Ingalls' widow by Thomas W. Martin, chairman of the board of the Alabama Power Company, representing the directors of the First National Bank, Birmingham. The memorial was in book form, hand lettered on parchment and beautifully bound in leather.

Mr. Ingalls and his accomplishments were eulogized and his career traced from the time when, as a young man, he borrowed \$2,000 to buy a small Birmingham fabricating shop from which he built one of the nation's largest family owned industries.

Mr. Ingalls was born at Huntsville, Ohio on the 27th day of October, 1882. He received his early education at Bellefontaine, Ohio, and his formal education at Ohio Northern University. That college conferred on him the honorary degree of Doctor of Laws in 1944. Tusculum College conferred on him in 1940 the same degree.

Of an adventurous nature, Mr. Ingalls left his home State in 1909 and moved to Birmingham. He purchased a half interest in Richards Iron Works and started in the steel fabricating business. Soon thereafter he acquired his partner's interest in that company and changed its name to The Ingalls Iron Works Company, the forerunner of the Ingalls

enterprises. These today include: The Ingalls Shipbuilding Corporation; The Steel Construction Company; Birmingham Tank Division of The Ingalls Iron Works Company, and another fabricating steel plant acquired by Mr. Ingalls in 1930 at Verona, Pennsylvania, a suburb of Pittsburgh.

In 1931, Mr. Ingalls built shipyards at Decatur and Chickasaw, Alabama. The operation at Chickasaw, however, was moved to a newly established and larger shipyard, at Pascagoula, Mississippi, in 1938, when he founded The Ingalls Shipbuilding Corporation.

Mr. Ingalls introduced many important advances in the steel fabricating art, of which he was one of the nation's foremost exponents. Among these was the realization of his long held conception that electric welding would succeed that of riveting in steel construction.

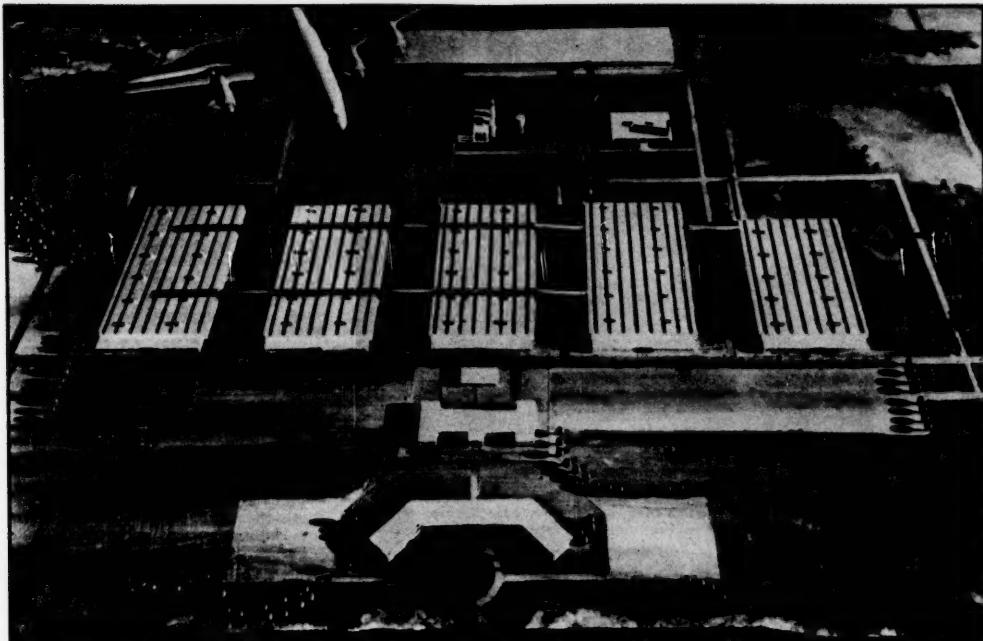
In many sections of the nation he mastered the all-welded construction of buildings, which stand as mute evidence of his vision, acuteness and amazing ability to build.

It was he who pioneered the all-welded method of fabricating ships and it was his ingenuity that saved the United States government many millions of dollars through the application of his all-welded principles by his enterprise and by other shipbuilders in America.

Mr. Ingalls demonstrated the potentialities that Alabama holds for financial and industrial success for those who put their hearts into their work. He was devoted to the American way of life and free enterprise, and his companies represent the very highest type of that American ideal. Through his efforts, millions of dollars in assets and wealth have been added to the abundant natural resources of Alabama and the South.



"Later, dear. I believe daddy's planning to read to mother now"



General Electric Company has announced that its huge Appliance Park, at Louisville, Kentucky, originally scheduled for defense output, will be used exclusively as the main production and research center for major appliances, as soon as completed.

Defense "Stretchout" Speeds Reconversion of South's new Appliance, Auto plants

By Sidney Fish
Industrial Analyst

THE stretch-out of the defense program and the increased supply of raw materials is resulting in a resumption of construction of new plants for civilian goods production in the South.

The word "reconversion," little used since the early postwar days of 1945 and 1946, is again coming back into use. Several plants designed and built for dual defense-civilian production since the Korean War began are being planned now exclusively for civilian output in the South. Some older plants, too, that had been converted to defense output, are being reconverted to civilian use.

These developments are highly significant, because they show that the South is still ranked as the most desirable area in the country, for the introduction of new civilian industries. Manufacturers eager to cut costs and serve new rich markets in the South are going to continue to build new plants in this region at a rapid rate, so they can operate on a profitable basis and retain or increase their share of their industry's output. Moreover, if there are cutbacks in an industry's output, because of any general

recession, the smallest cutbacks will logically be made at the low cost Southern plants.

Fortunately, the civilian demand for consumer durable goods such as appliances and autos is still very large. Hence, manufacturers are able to take advantage of the increased flow of steel and chemicals to step up their production of consumers items. This has been happening a full year before the date originally predicted for such reconversion by the National Production Authority. In the second quarter of this year, for example, NPA allowed an increase of 10 to 25 per cent, in production of civilian hard goods, over the quotas originally set for this period.

The steel strike, and resulting shortages of metal, may retard increased civilian output during the third quarter, but it is now plain that the big increase in capacity for producing steel, aluminum, copper and many other materials is going to permit very high levels of civilian output from now on, without interfering with the achievement of the defense production goals.

One of the most significant announcements was that of General Electric concerning its huge Appliance Park, at Louisville, Kentucky. Construction of this plant was begun originally to meet defense needs created by the Korean crisis. But schedules for jet engine output were changed to call for delivery over a longer period. Even before the plant has been finished, General Electric has announced that the plant would be used exclusively as the main production and research centre for major appliances. The defense output—mainly jet engine parts—originally scheduled to take place here has been transferred almost entirely to General Electric plants in the northern part of the country.

This means that General Electric wants to take full advantage, at the earliest possible time, of the production and distribution economies made available by the Louisville facility for civilian output. GE wants to make sure that it is in a position to meet the keen competition which it is anticipating from other Southern and Midwest major appliance plants.

Louisville was selected as an ideal site for civilian durable goods because it is not only close to many steel mills between Pittsburgh and Chicago, but it can reach the big metropolitan markets throughout the country. No longer is it

(Continued on page 43)



This is Decatur, Alabama, a city that climbed back from the 1929 depression's lowest rung. Some industrialists predict that in a few decades Decatur will be one of the nation's leading industrial centers.

Decatur, Ala.—

In two decades—

A Remarkable Record Of Industrial Growth

WHEN the Chemstrand Corporation plant at Decatur, Alabama begins spinning its first Acrilan, the newest synthetic fiber, this Summer, Decatur will write finis to a remarkable comeback.

Two decades ago the city's bread-and-butter industry, the Louisville & Nash-

ville Railroad repair shops, closed. Soon half the working people in Decatur were unemployed and bread lines lengthened daily.

In addition, farmers in the surrounding territory, denied a market for their products, were ready to throw in the

towel.

Today Decatur is one of the South's most thriving cities, has jobs for all and boasts a healthy industrial-agricultural balance. Half a dozen big plants provide an above-par industrial payroll—and the Chamber of Commerce keeps the welcome mat dusted off for more new plants.

All this didn't just happen—Decatur made it happen.

Soon after the L & N shops closed, merchants of the city huddled and probed for a solution. First, they organized a Chamber of Commerce—not an easy undertaking in itself in those depression days. Then they tackled the most pressing problems: Providing a year-round market for the hard-put farmers, helping them get away from one-crop cotton.

So, the merchants built a cheese plant, then a meat packing plant and several years later a chicken processing plant. The farmers perked up and Decatur business got a shot in the arm. Good-year came in with a tire fabric plant, and that, along with Decatur Iron and Steel, the city's oldest industry, began to turn the tide.

By 1940, a vigorous farm trade was in swing and the industrial committee of the Chamber of Commerce redoubled efforts for new industry. The next year Alabama Flour Mills located there, principally because of the transportation advantages, and found the soil suitable for the hybrid corn the company wanted. Farmers now cash in to the tune of \$2 million annually.

Ingalls Shipbuilding Corporation, with yards on the Tennessee River, greatly expanded its operations during World War II, building ocean-going vessels along with steel barges, including some for foreign governments.

Decatur in postwar years really began to hum. And in 1948, she landed the prize plum up to then—the Wolverine Tube Division of Calumet-Hecla Consolidated Copper Company. Wolverine officials chose Decatur over 275 other cities.

Then last year, Chemstrand came, assuring millions more for the city's in-



On the banks of the Tennessee River, Decatur's newest and largest industry rises. It's the Chemstrand Corporation's huge Acrilan plant. The new synthetic fiber will start rolling out of the plant in the Fall.

dustrial payroll. That payroll this year will approach \$17 million with well over 5,000 employees.

Two big hosiery mills have lent strength to the area's economy. They are Alabama Hosiery Mills, a division of Mojud, and Cooper-Wells, which makes Admiration hosiery.

The chicken processing plant, which helped build the year-round market for farm products, was taken over by Quaker Oats Company. Last year, the plant bought \$2½ million worth of poultry products from North Alabama farmers.

The cheese plant was bought by Carnation Milk and it's another boon for agriculture.

Today, Decatur, with a population of 24,000 is a far cry from the ghost of 1930. The county seat of Morgan County, it is the principal industrial city of Alabama's Tennessee Valley, is a shopping center for 300,000 persons within a radius of 50 miles.

Its 87 industries turn out a wide variety of products, such as hosiery, tire fabric, cottonseed oil, copper tubing, hexagon steel nuts, insecticides, fertilizers, brick tile, packing house products, steel barges, sheet metal products, synthetic fibers, jail equipment, flour, ornamental iron and many lumber products.

Decatur's transportation advantages are among its chief assets. It straddles the North-South Louisville & Nashville and the East-West Southern Railway. Four main highways enter the city, one the famed Bee-Line U. S. 31. The city stretches along the south shore of the Tennessee River, enjoying cheap water transportation. The municipal airport hopes soon to be ready for airliners, meanwhile concentrating on feeder lines.

Decatur can boast of an ample supply of electric power to meet all foreseeable industrial and domestic demands. The city is served by Tennessee Valley Authority power and a municipally owned electric company. The city distributes natural gas and the Tennessee affords a limitless water supply.

What makes Decatur click, what gave it the strength to pull itself up by its bootstraps? Mayor H. R. Summer and the Chamber of Commerce's President Frank Scroggins, will tell you simply: It's the spirit of the people of Decatur to get a job done. Don Blend, Chemstrand manager and immediate past president of the Chamber of Commerce, will tell you it's the cooperation of civic clubs and organizations, the warm reception awaiting the visitor or the new resident (One Chemstrand wife said it was the first of many cities she'd lived in where she'd like to remain).

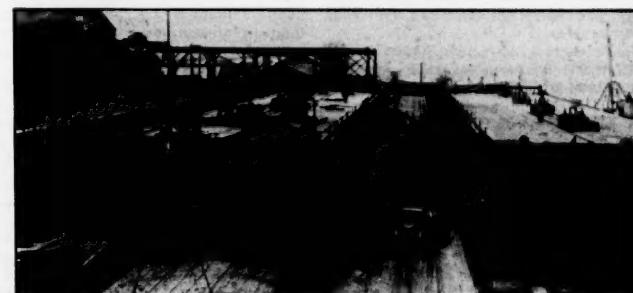
Decatur was incorporated in 1820 when President James Monroe directed the surveyor general of the United States to reserve a site for a city to be named in honor of Commodore Stephen Decatur, a naval hero. Nine years later, Decatur had its first industry, a rope and baggage factory. More than a century after that first industry, the city has a new vision: An industrialist, after looking it over and meeting its leaders, said: "Decatur in a few decades may well be one of the big industrial centers of the nation."



Decatur schools are among the finest in the South. Above is a new high school, recently completed. Note ample area for future expansion.



One of Decatur's newest and largest industries is the Wolverine Tube Division of Calumet-Hecla Consolidated Copper Co. Decatur competed with 275 other cities for this plant.



Ingalls Shipbuilding Corporation at Decatur built sea-going vessels for America and her Allies in World War II.



An air view of two of Decatur's key industries. In the foreground, the Goodyear tire fabric plant; in the background, Alabama Flour Mills.

CONSTRUCTION



Perspective of new plant being built at Austin, Texas by Newspapers, Inc., publishers of the American-Statesman.

June Awards Total \$357,448,000

By S. A. Lauver
News Editor

SOUTHERN construction in the first six months of 1952 amounted to \$2,463,265,000, according to a tabulation of reports published in the daily construction bulletin of the *Manufacturers Record*. The June valuation was set at \$357,448,000, a decline of twenty-one per cent from the preceding month and of only two per cent when compared with June of last year.

The current six-month figure of \$2,463,265,000 compares favorably with the \$3,347,118,000, when the latter is deflated of the astronomical expenditures being made for the two atomic bomb plants being pushed in the states of South Carolina and Kentucky. Just one of those—

the Aiken operation—is estimated to involve more than one billion dollars.

The first-half total embraces \$861,371,000 for industrial projects; \$483,826,000 for public building; \$449,110,000 for private building; \$254,178,000 for heavy engineering type construction, and \$314,780,000 for highways and bridges. The public building and highway and bridge figures represent increases over the valuations for similar work in the first six months of last year.

Public building's \$483,826,000 was ten per cent larger than the figure registered in the first six months of last year. The current total embraces \$321,067,000 for government buildings as such and \$162,-

759,000 for schools. Last year at this point the public building statistics included \$219,448,000 for school work and \$215,457,000 for government buildings.

Private building, with its \$449,110,000 total, is down about fourteen per cent from the level established in the first six months of 1951. Assembly building, for which the total was \$41,173,000, was the strongest when compared with its 1951 first-half counterpart. The other categories also showed drops ranging from the twelve per cent in the residential field to the forty-eight per cent for office structures. Totals for these were: Commercial, \$25,382,000; residential work, \$363,967,000; offices, \$18,588,000.

Highway and bridge contracts so far this year are almost ten per cent greater in value than in the first six months of 1951. The current total of \$314,780,000 does not include a number of southern lettings, which due to delays in receiving the returns and the late date in the month, are not tabulated in the six-month figure.

Engineering type construction in the first six months amounts to \$354,178,000, this about one per cent below the figure for the comparable period of last year. Included in the current figure are \$254,807,000 for dams, drainage, earthwork and airports; \$64,879,000 for sewer and water work, and \$34,492,000 for government electric projects. The dams-drainage-earthwork category represents a rise of slightly more than five-tenths of one per cent. Government electric project value is up thirty-one per cent.

Industrial construction at the halfyear mark stood at about fifty per cent of what it was at this time last year. The total so far in 1952 is \$861,371,000. Last year, at the half-way point, it was \$1,737,212,000. The figure at that time, however, was considerably inflated by the huge atomic bomb projects launched by the federal government.

June's construction value of \$357,448,000 embraces \$144,431,000 for industrial

SOUTH'S CONSTRUCTION BY TYPES

	June, 1952	Contracts Awarded	Contracts to be Awarded	Contracts Awarded First Six Months 1952	Contracts Awarded First Six Months 1951
PRIVATE BUILDING					
Assembly (Churches, Theatres, Auditoriums, Fraternal)	\$12,798,000	\$9,225,000	\$41,173,000	\$42,288,000	
Commercial (Stores, Restaurants, Filling Stations, Garages)	7,713,000	28,924,000	25,382,000	33,643,000	
Residential (Apartments, Hotels, Dwelling)	24,193,000	35,886,000	363,967,000	415,442,000	
Office	1,887,000	2,525,000	18,588,000	36,248,000	
	\$46,591,000	\$76,560,000	\$419,110,000	\$527,631,000	
INDUSTRIAL	\$144,431,000	\$193,912,000	\$861,371,000	\$1,737,212,000	
PUBLIC BUILDING					
City, County, State, Federal, and Hospitals	\$46,839,000	\$166,328,000	\$321,067,000	\$215,457,000	
Schools	20,077,000	52,859,000	162,759,000	219,448,000	
	\$66,936,000	\$219,187,000	\$483,826,000	\$434,905,000	
ENGINEERING					
Dams, Drainage, Earthwork, Airports	\$34,059,000	\$64,510,000	\$254,807,000	\$253,326,000	
Federal, County, Municipal Electric	4,126,000	2,785,000	34,492,000	26,213,000	
Sewers and Waterworks	4,984,000	7,346,000	64,879,000	81,248,000	
	\$43,169,000	\$74,641,000	\$354,178,000	\$360,787,000	
ROADS, STREETS, BRIDGES	\$56,321,000	\$78,810,000	\$314,780,000	\$286,593,000	
TOTAL	\$357,448,000	\$643,110,000	\$2,463,265,000	\$3,347,118,000	

CONSTRUCTION



New Noxubee County Hospital in Mississippi cost \$615,000 and contains 41 beds with an out-patient clinic.

projects; \$66,936,000 for public building; \$36,321,000 for highways and bridges; \$46,591,000 for private building and \$43,169,000 for heavy engineering type construction. While all the categories are down, the highway and bridge total will be swelled to much larger proportions when the returns are received from the late June lettings. For instance, North Carolina's letting is set at \$3,500,000; West Virginia's at \$1,670,000. Louisiana, Kentucky, Missouri, Tennessee, Arkansas, Georgia and Alabama are yet to be heard from.

American business, with the South participating at its corresponding level, will continue plant and equipment expenditures at a high rate through the third quarter of this year, according to an announcement issued at the middle of last month by the Department of Commerce and the Securities and Exchange Commission.

Current spending plans, it was revealed by a survey by those two federal agencies, will be at the rate of \$4,400,000,000 and \$6,100,000,000, in the second and third quarters of 1952. These are described as record rates after allowance for seasonal factors.

The present survey shows the first quarter capital outlays lower and anticipated second quarter expenditures higher than expected three months ago. Reason advanced by the Commerce-Security and Exchange report, is "a systematic tendency for anticipatory data to be overstated in the first quarter of each."

Expenditures forecast for the first nine months of 1952 are set at \$18,100,000,000, or nine per cent more than in the comparable period of 1951. "If this rate of investment is achieved," it is pointed out, "it appears likely that the previous estimate of \$24,100,000,000 for the full year 1952 would be exceeded."

Electric and gas utilities are expecting the largest increases in capital outlays. Fixed investment programs of manufacturing concrete indicate relative stability, as compared to rapidly rising investment in the earlier post-Korean period. "This stability reflects the off-setting effects of increasing programs of petroleum, chemicals and non-ferrous metals and reduced spending plans by most other manufacturing industries."

Motor vehicle, other transportation equipment and electrical machinery concerns plan to continue their capital outlays at high levels. Plant and equipment expenditures by railroads and mining companies in the third quarter are expected to be maintained at annual rates of \$1,800,000,000 and \$900,000,000, respectively.

An accelerated military construction program, to add impetus to the large amount of work now under way, is expected as the result of the additional money appropriated by Congress. The program, as submitted by the Department of Defense, would involve expenditure of \$2,027,752,000 for army, navy, air force and marine installations, and an additional \$1,000,000,000 in give-away money to foreign countries.

Located inside continental United States would be \$1,212,844,000 for the proposed program, this including \$859,991,000 for the air force; \$178,809,000 for the army, and \$174,044,000 for the Navy. Outside United States boundaries are proposed projects involving an estimated expenditure of \$242,555,000, of which \$139,099,000 would be for the air force; \$68,617,000 for the army and \$34,839,000 for the Navy.

The South's share in the continental work would be \$672,372,000. By states the figure would be Alabama, \$30,555,000; Ar-

kansas, \$47,829,000; Florida, \$126,173,000; Georgia, \$41,811,000; Kentucky, \$23,172,000; Louisiana, \$48,093,000; Maryland, \$39,818,000; North Carolina, \$44,378,000; Oklahoma, \$32,430,000; South Carolina, \$21,081,000; Tennessee, \$13,355,000; Texas, \$168,469,000; Virginia, \$32,424,000, and the District of Columbia, \$2,784,000.

While the steel situation was reportedly easing prior to the current strike, a South Carolina industrialist even at that time was having difficulty obtaining the material required for expansion. He says "we have been unable so far to get steel, although we have had an order in for over a year," adding that plans were ready to go ahead when the material is received.

Some idea of the losses inflicted on the country since the end of the second world war of modern times may be had from a statement by the American Iron and Steel Institute which points out that strikes in that period have cut down production by more than 36,192,000 tons. The total includes nearly 9,100,000 tons lost during the present industrial conflict up to the middle of June.

Bids for road construction in June, apparently were more satisfactory than in the preceding month, judging from scattered reports. In Oklahoma, for instance, early June letting total was \$2,

(Continued on page 50)

SOUTH'S CONSTRUCTION BY STATES

	June, 1952		Contracts Awarded		Contracts Awarded	
	Contracts Awarded	Contracts to be Awarded	First Six Months	First Six Months	First Six Months	First Six Months
Alabama	\$9,190,000	\$15,945,000	\$171,069,000	\$174,769,000		
Arkansas	10,568,000	4,546,000	44,660,000	88,345,000		
District of Columbia	1,311,000	15,824,000	29,260,000	16,225,000		
Florida	28,547,000	23,514,000	257,252,000	214,223,000		
Georgia	16,361,000	56,687,000	152,646,000	100,416,000		
Kentucky	7,643,000	41,532,000	61,288,000	412,389,000		
Louisiana	54,385,000	23,867,000	273,636,000	272,267,000		
Maryland	14,615,000	55,714,000	297,913,000	244,432,000		
Mississippi	5,331,000	30,367,000	64,211,000	103,090,000		
Missouri	3,199,000	31,971,000	50,391,000	122,160,000		
North Carolina	14,314,000	37,785,000	125,350,000	125,437,000		
Oklahoma	31,352,000	11,285,000	84,695,000	36,096,000		
South Carolina	46,827,000	13,533,000	104,106,000	45,800,000		
Tennessee	27,149,000	43,369,000	116,575,000	115,879,000		
Texas	34,621,000	200,406,000	514,869,000	672,627,000		
Virginia	26,336,000	29,297,000	156,097,000	168,729,000		
West Virginia	6,299,000	7,548,000	49,337,000	33,694,000		
TOTAL	\$357,448,000	\$643,110,000	\$1,463,265,000	\$1,347,118,000		



A portion of the number 2 plant of Ashland Oil & Refinery Company's Catlettsburg, Kentucky refinery at night.

Ashland Oil Gears to Meet New Demands

ASHLAND Oil & Refining Company of Ashland, Ky., and its principal affiliated companies, Aetna Oil Company, Allied Oil Company, Inc., Cleveland Tankers, Inc., Freedom-Valvoline Oil Company, Frontier Oil Refining Corporation, Lakeland Tankers, Ltd., and National Refining Company, recently announced that proposed capital expenditures for the present fiscal year, ending September 30, 1952, will substantially exceed the \$22,000,000 of such expenditures made during the past fiscal year.

Important projects for this year will increase production at the Catlettsburg, Ky., refinery, and enlarge the pumping and storage facilities of the nearby Kenova, W. Va., river terminal. There will also be additions to the finished products terminals at Covington, Ky., Clarksville, Ind., and Floreffe, Pa., and the crude oil loading terminal at Owensboro, Ky. Improved pipeline facilities and drilling activities are scheduled for Texas, Oklahoma, Louisiana, Kentucky and Arkansas.

Work being done at the Catlettsburg refinery will increase the plant's throughput and double the present vacuum distillate facilities. In March, a new fluid catalytic cracking unit went on steam at the Canton, O., refinery to produce 3,500 barrels of high octane gasoline per day. Total throughput of the

Canton refinery is being raised to 22,000 barrels per day.

Excavation has been done for the erection of a modern 7-story office building

in Ashland, and construction is expected to be well under way by mid-summer. The new building will be immediately adjacent to the company's present building on Winchester Avenue.

The new asphalt emulsion plant completed late in 1951, as an addition to the No. 1 plant of the Catlettsburg refinery, is one of the most modern in the industry today. By incorporating the latest design material handling equipment, the principle of continuous proportioning and operation is obtained. This plant has a rated capacity of 120,000 gallons of finished emulsion per calendar day.

A big saving in time was effected by Ashland Oil's pipeline engineers in laying four six-inch, finished product lines, and a ten-inch crude oil line, all combined into a single group, across the Big Sandy river, this spring. The five lines were assembled to a length of 500 feet on the Kentucky shore. Concrete weights, or "collars," were bolted on at 20 foot intervals and the outside of the pipes covered with a felt "rock shield" coating. The ends were sealed, and the ends of the five pipes nearest the river were welded to a tie cross bar converting them into a unit. One end of a cable was attached to the pipe unit, and the other end was fastened to five bulldozers, on the West Virginia side of the river. With the aid of a derrickboat, the five lines



The 238 ft. thermafor catalytic cracking tower at the Catlettsburg refinery.

were pulled across the bottom of the river.

This 500 feet of river crossing constitutes a link in the two miles of pipeline required to connect the Catlettsburg refinery with the Kenova, W. Va., river terminal. Improved pumping facilities at Kenova will have the capacity to deliver 75,000 barrels of crude oil per day from barges to the refinery through the single ten-inch pipeline. Finished products will flow in the opposite direction through the smaller pipes to the river carriers.

The Covington, Ky., river-rail-truck terminal has under construction an 80,000 barrel distillate storage tank which will be drawn upon to supply the area with fuel oil. With this new tank, the Covington terminal will have a storage capacity of 300,000 barrels. Tractor-trailer trucks are used extensively at terminals to distribute the products to large consumers and retail outlets. Storage capacity at the Clarksville, Ind., terminal will be increased by 96,000 barrels. A floating roof tank scheduled for construction this year will raise the storage at this terminal to 255,000 barrels. Floreffe, Pa., terminal storage will be increased 80,000 barrels to a total of 210,000. These additions will add greatly to the storage flexibility of these terminals, enabling them to better supply the varied requirements of their many customers.

Late in 1950 Ashland Oil entered the Spraberry trend development located in Midland, Glasscock, Upton, Martin and Reagan counties, in west Texas. Early this year more than 100 producing wells had been completed in which Ashland Oil had an interest, and 35 additional wells are drilling.

To provide transportation for a portion of the crude oil production from this field, the Ashland company is participating in the construction of 250 miles of pipeline and gathering system throughout the area. This is operated in the name of the Tex Harvey Pipe Line Company, and terminates at Midland, Texas, where the oil is delivered into the Basin-Ozark Pipe Line system, a common carrier which transports it to Ashland Oil's refinery at Canton, O., and the refineries of two of its affiliated companies at Findlay, O., and Buffalo, N. Y.

Ashland Oil also has an interest in the Rancho Pipe Line which will extend from McCamey, in west Texas, into the Houston area. In conjunction with other oil companies, Ashland is also considering the construction of a 35 mile trunk line linking the Spraberry area to McCamey, Texas, for connection with the new Rancho line.

Further expansion is planned in the pipeline system for collecting oil from more than 3,000 wells in the Illinois Basin, which includes the oil fields in Western Kentucky, Southern Indiana and Southern Illinois, and channeling it into common carrier pipelines for direct delivery to three of the company's refineries in Ohio and one in New York. The St. Elmo refinery, in Illinois, will receive all of its crude from the Illinois Basin by direct pipelines.



The towboat Valvoline upbound on the Ohio with a 15-barge tow of crude oil. This cargo comprises 150,000 barrels of crude.

The river terminals at Wood River, Ill.; Nashville, Tenn.; Covington, Catlettsburg, Paducah, and Owensboro, Ky.; Clarksville and Evansville, Ind.; Kenova and Follansbee, W. Va., Marietta, O.; and Kobuta and Floreffe, Pa., and the Aetna Oil refinery at Louisville, are served by a fleet of towboats and barges.

The river fleet came into being in 1940 when the towboat Jim Martin was launched. The Ashland and Paul Blazer went into service in 1941. In 1942, the Tri-State began plying the waters of the Ohio and Mississippi rivers from New Orleans, La., to Kenova, W. Va. The Valvoline joined the fleet in 1950. Then

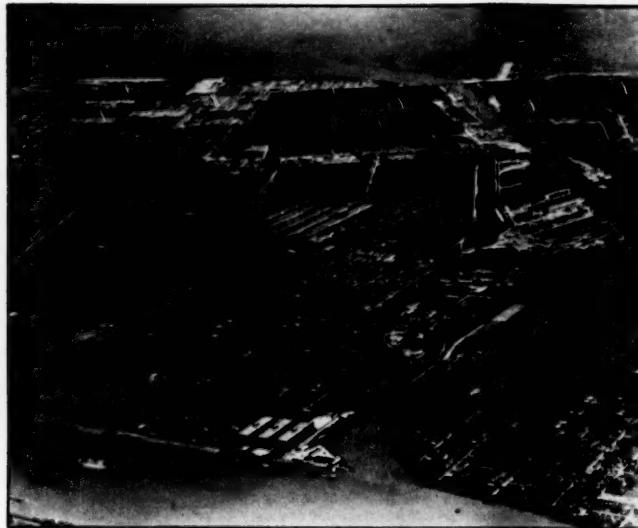
came the Aetna-Louisville late last year, and she was followed by a sister-craft last month.

The Aetna-Louisville, termed "queen of the rivers" by Work Boat magazine, added her 4,800 horsepower to the Ashland fleet late in 1951 when she came out as the most powerful and completely equipped river boat in existence. The delivery trip of the Aetna-Louisville from the South Chicago shipyard down the Illinois Waterway and into the Mississippi and Ohio rivers, was widely advertised, and crowds of people in cities along the waterways waited to get aboard to

(Continued on page 48)



"Anything you want me to say to mother that won't get us into trouble with the postal authorities?"



Especially desirable industrial sites are available on the Inner Harbor Canal linking Lake Ponchartrain and the Intercoastal Canal with the Mississippi River.

The Mississippi River Attracts Commerce and Industry to the New Orleans Area

BIENVILLE, a hard-bitten Canadian sailor and French nobleman, had an eye for progress when he chose New Orleans as the seat for the French colonies in the "New World." Located approximately 100 miles from the Gulf of Mexico, on a narrow strip of land between Lake Pontchartrain and the Mississippi River, it can well be said that the "father of waters" played a great part in determining its destiny as a great manufacturing center and world port.

Louis XIV's colonial capital withstood fire, plagues, floods, Indian wars, and six changes of government among the warring nations of two centuries, and from this colorful history it has emerged as a major world port. Bienville probably realized that the river, the nation's largest and one of the world's longest, would be one of the city's greatest assets for trade and transportation. It is improbable, however, that he foresaw the great part it would also play in furnishing a source of an almost unlimited supply of water for industrial and consumer use.

With a drainage basin containing in excess of 1.2 million square miles and ex-

tending from the western reaches of Montana and Canada to the west central section of Pennsylvania and southern New York, the Mississippi River offers the nation's largest potential source of water and, when combined with its tributaries, the most miles of navigable inland waterways.

In view of its dual role as a source of abundant water and low-cost transportation, it is well that we consider these separately.

Water Source

The annual mean flow of the Mississippi past New Orleans is at a rate in excess of 300 billion gallons per day—enough water to supply every person in the United States with 2,000 gallons of water per day, or more than double the total per capita usage in the nation.

The Mississippi is not a vast theoretical source of water wrought with complexities—but a practical reservoir which is being tapped by industries as well as cities for industrial and drinking water with very simple treatment and

at an extremely modest cost. The outstanding example of the usefulness of the Mississippi as a water source is the City of New Orleans which obtains its water from the river at an average rate of 101 million gallons daily. Water is pumped into large filtering reservoirs, treated and then pumped to consumers.

Another effective example of the use of the Mississippi River as an industrial water source is the Esso Standard Oil Company's refinery at Baton Rouge, Louisiana. This one industrial plant consumes more water than the entire city of Cleveland, Ohio. Water for the plant is almost exclusively supplied by the Mississippi River.

With the size and practicability of the Mississippi River as a water source proven—the next logical step is to ask—Why is water so important to industry and what makes the Mississippi a natural magnet for industry? A few figures noting the industrial consumption of water per unit of product produced will show that water in many cases is one of the important factors in the location of an industrial plant. For instance, in order to refine one barrel of crude oil, approximately 770 gallons of water are utilized; one barrel of aviation gasoline requires more than 1,000 gallons of water; in the manufacture of one ton of sulfate pulp, 70,000 gallons of water are used; one ton of rolled steel requires 110,000 gallons; and one ton of viscose rayon necessitates the use of 200,000 gallons. These are only a few of the hundreds of cases where water plays a vital factor in the manufacture of goods by industry and indicates the attraction that a practically limitless water supply has for industry.

Along the Mississippi River some cities are treating water for residential and industrial use at a most reasonable cost. Cities on the Mississippi are delivering residential water at approximately 13¢ per thousand gallons, and industrial users are securing city water at approximately 10¢ per thousand gallons. Some of the large industrial plants draw their own water supply, for cooling and other purposes direct from the river.

An important factor concerning a source after quantity is ascertained is the chemical and physical characteristics of the water. The following chart of the physical and chemical analysis of Mississippi River water, before and after treatment at the New Orleans purification plant, shows the excellent quality of water obtainable from the river.

	<i>Before Treatment</i>	<i>After Treatment</i>
pH	8.08	10.13
Color	—	5
Dissolved Solids	228	170
Suspended Solids	498	—
Turbidity	535	.1
Carbon Dioxide CO_2	3.3	0
Silica SiO_2	6.7	6.9
Insoluble	.8	.3
Aluminum Al_2O_3	1.44	.53
Iron Fe_2O_3	.06	.05
Calcium Ca	35.5	17.3

	Before Treatment	After Treatment
Magnesium Mg	9.7	6.8
Sodium & Potassium Na	16	16
Chloride Cl	21	21
Sulphate SO ₄	37.5	38.4
Carbonate CO ₃	0	19
Bicarbonate HCO ₃	116	4
Fluorine F	.20	.20
Nitrogen as		
Ammonia Nitrogen	.024	.166
Albumenoid Nitrogen	.440	.132
Alkalinity as CaCO ₃		
Total	95	35
Carbonate	0	32
Bicarbonate	95	3
Hardness as CaCO ₃		
Total	133	75
Non-Carbonate	38	39

Numerous large plants requiring large quantities of water for industrial purposes are locating and expanding along the banks of the Mississippi in the New Orleans area. Kaiser Aluminum and Chemical Corporation is now building a \$154,000,000 aluminum reduction plant at Chalmette just below the city. A few miles above the city Shell Oil has scheduled a \$30,000,000 expansion of its Norco refinery; Pan American Southern Corporation a \$6,500,000 expansion of its Destrehan refinery; and American Cyanamid Company has started work on a new \$47,000,000 nitrogen plant. These plants are but a few of the industries that have recognized the advantages of the Mississippi as a source of water and located large plants in the area.

Means of Transportation

Besides furnishing the port city of New Orleans with access to the sea, the Mississippi River also furnishes a means of inland water transportation for 40 barge lines linking the city's integrated system of air, highway, and rail service with many inland port cities. The river and its navigable tributaries connect the New Orleans area with fifteen states direct and serve as a two way funnel for export and import trade from this great port to the large trading centers of Chicago, St. Louis, Cincinnati, St. Paul, Minneapolis, Pittsburgh and Kansas City in the mid-continent area. At New Orleans the river connects with the gulf intracoastal waterway. This intracoastal waterway, extending from Apalachicola, Florida, to Brownsville, Texas, provides an important link between New Orleans and gulf ports, both to the east and west. The combined advantages of low cost deep water and inland water transportation has made New Orleans the second port in the U.S.A. in dollar volume of its foreign commerce.

The magnitude of domestic commerce handled by the Mississippi River is indicated by the volume moved through the port of New Orleans last year—more than 26 million tons of cargo varying from lube oil to iron and steel mill products.

Complementing the domestic trade routes, New Orleans, for example, ranked

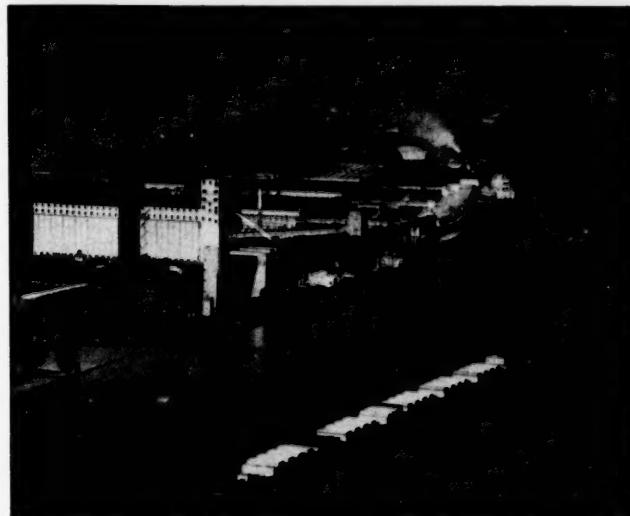
second in the nation last year in value of foreign trade. It is estimated that \$1.7 billion of imports and exports were handled in the port of New Orleans in 1951. During 1950, 3,396 ships from 35 foreign countries visited the port and each brought new money to the city. An average sized ship of the Liberty type, for example, which discharges and takes on cargoes of 8,000 tons leaves more than \$100,000 of new money for the city.

Exports valued at \$1.05 billion were shipped through New Orleans in 1951 with tonnage exceeding 4.8 million. This represents an increase of 40% and 28% in value and tons handled respectively over 1950. This figure includes almost every type of goods imaginable. Major items exported included machinery, steel mill products, grain, wheat flour, oil seeds, raw cotton, cotton textiles and finished goods, sulphur, industrial chemicals, lumber, lube oil and greases.

In 1951 products from all over the world totaling 3.6 million tons and with

rope from Central American sisal; Kaiser Aluminum and Chemical Corporation, metallic aluminum from bauxite imported from Jamaica and converted to alumina at Baton Rouge and then to aluminum at New Orleans.

To promote trade growth, New Orleans port facilities are undergoing new and extensive expansion and modernization programs where a \$55 million plan for port improvement is underway. Two new wharfs and one rehabilitation have been already completed to date. This entire project is planned so as to augment the proposed \$67 million tidewater channel to the Gulf. Other large expansions at New Orleans are the \$1.3 million addition to the foreign trade zone and public commodity warehouse and the expansion of the port's grain elevators which will increase capacity by 2.5 million bushels at a cost of \$6 million. These, however, are only a few of the numerous port and industrial terminal facilities being constructed or improved in the area.



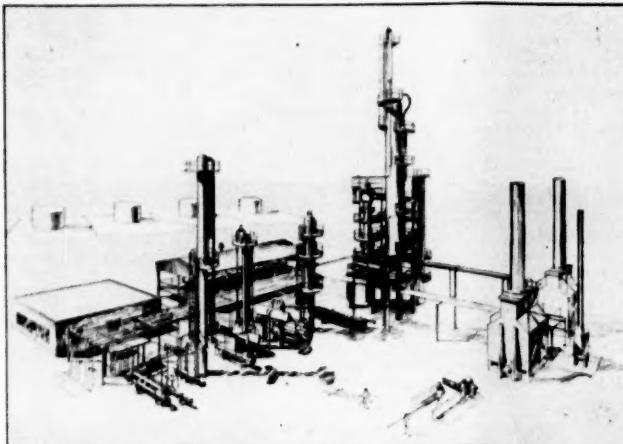
New Orleans Public Grain Elevator is ideally located to receive grain by barge or rail and load direct into ships for export. A \$6,000,000 addition now underway will double its capacity.

total valuation of \$649 million entered the United States through the Mississippi River port of New Orleans. Rubber from Malaya; sugar from Cuba; coffee from Brazil; bauxite from Jamaica; crude fibers from the Philippines and jute from Pakistan. These are only a few of the hundreds of commodities handled.

These numerous foreign resources readily available to the area through the port of New Orleans have attracted new and expanding industries. Recent examples of this include the new light weight aggregate plant in New Orleans which processes vermiculite from Mozambique; International Harvester and Edwin H. Fitter Company, twine and

The economic advantages of using the Mississippi River for water supply and for trade indicate a bright future for the New Orleans area. Many civic organizations, such as International House, International Trade Mart, Board of Commissioners Port of New Orleans, have extensive programs for the promotion of foreign and domestic trade. Other organizations, such as the Chamber of Commerce of the New Orleans Area and Greater New Orleans Inc. have programs for the industrial development of this area citing the great natural resources of water from the Mississippi River for use in industry or for transportation as a major advantage in locating industry in the area.

INDUSTRIAL



IN LOUISIANA

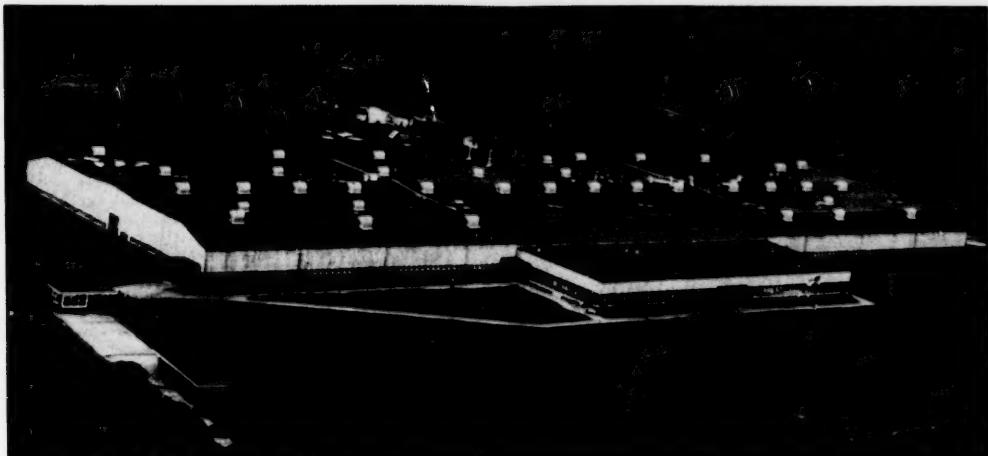
Construction has started at the Destrehan refinery of the Pan-Am Southern Corp. on the World's first Fluid Hydroformer, principal use of which is the upgrading of low octane naphthas to high octane motor gasoline. It may also be used to produce benzene, toluene and xylene. Completion of the 2,000 barrel a day unit is scheduled for next month.



IN ARKANSAS

This super lifting job took place near Hot Springs, where Arkansas Power & Light Co. is increasing the capability of its Lake Catherine Steam-electric generating station from 104,000 to 209,000 kw hours per hour. The main steam drum being hoisted will serve the largest boiler (at this time) between St. Louis and the Gulf. This project is part of an expansion program that will nearly double AP & L's steam plant capacity during 1952 and 1953.

EXPANSION



IN ALABAMA

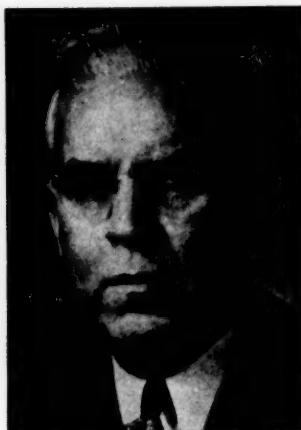
General Electric Company's new \$6,000,000 electronic tube plant at Anniston was dedicated on June 12. Miniature glass receiving tubes are being made here for radio, television, and a wide variety of other communications and industrial equipment. This plant has been described as the most modern of its kind in the country, and is one of many that General Electric is locating in the South.



IN TENNESSEE

Flexonics Corporation has announced that its new Memphis Division is now in production. This new plant was custom designed for the manufacture of aircraft assemblies and components. It is the first large installation of the Flexonics Corp. in the South. The home office of the firm is in Maywood, Illinois.

SOUTHERNERS AT WORK



L. C. Campbell



Tom Pickett

NCA Names Campbell, Pickett To Top Executive Posts

The Board of Directors of the National Coal Association at its meeting in Washington, D. C., on June 17 elected L. C. Campbell of Pittsburgh, Pa., as President of the Association, and Tom Pickett, presently a member of Congress from Texas, to the post of Executive Vice President.

Mr. Campbell, who has been a member of the National's Board of Directors and the Executive Committee for many years, is Vice President of the Coal Division of the Eastern Gas and Fuel Associates and in charge of their extensive mining operations in West Virginia, Pennsylvania, and Kentucky. He succeeds Ralph H. Knob of Philadelphia, Chairman of the Board of the Stonega Coke & Coal Co. and a senior officer of the Westmoreland Coal Co., who has been President of the National for the past three years and who declined re-election in keeping with the National's tradition in rotation of the office of President.

Congressman Pickett—a native of Texas and a lawyer by profession, who has served in the House for the past eight years as the representative of the Seventh Texas District, which lies in the heart of Eastern Texas between Houston and Dallas—succeeds John D. Battle, who joined the National's staff in 1920 and headed its Traffic Department prior to his moving up to the post of Executive Secretary in 1934 and later Executive Vice President.

Mr. Battle, who has reached retirement age, will continue active in the

Association's affairs at the invitation of the Directors and is assuming the newly-created post of Assistant to the President.

Edwin H. Davis, President of the New York Coal Co., with its principal offices in Columbus, Ohio, who has held the position of Treasurer of the National for the past three years, also declined re-election.

And the directors elected as his successor, John L. Kemmerer, Jr., Vice President of the Wise Coal and Coke Co. in New York City, which has extensive operations in Virginia; and President of the Kemmerer Coal Co., which has operations in Wyoming. Mr. Kemmerer is a director of the National Coal Association. Carl C. Crowe was re-elected Assistant Treasurer and Secretary.

The three Vice Presidents of the National, all re-elected at June 17 meeting, are:

William H. Cooke, President, Little Sister Coal Corp., Chicago, Ill.; W. C. Shank, President, Crowe Coal Co., Kansas City, Mo.; and Laurence E. Tierney, Jr., President, Eastern Coal Corp., Bluefield, W. Va.

U. S. Radiator Elects Chairman and President

Wesley J. Peoples announced recently that at a meeting of the board of directors of United States Radiator Corporation, Roland P. Place, of Midland, Mich., was elected chairman of the board and W. C. McCord, of Dallas, Tex., was elected president. Both offices previously had

been held by Mr. Peoples, who continues as a director of the company and as advisor and consultant. All other officers were reelected.

Mr. Place, president of Michigan Chemical Corporation, has been a director of United States Radiator Corporation since 1946. Mr. McCord, former president of Southland Life Insurance Co., is also a director of U. S. Radiator.

The new chief executives announced that United States Radiator Corporation is embarking upon a further expansion program and is currently reviewing various projects to increase volume and diversify operations.

J. C. Carrington Elected Freeport Vice President

John C. Carrington has been elected vice president of Freeport Sulphur Company by the board of directors, Langbourne M. Williams, Jr., president, announced recently.

Mr. Carrington, a native of San Antonio, Tex., and a graduate of Princeton University, joined Freeport in 1939. He was elected assistant to the president in 1947.

Gov. Kennon Names Twelve To Commerce and Industry Bd

Appointment of twelve prominent Louisianians to the State Board of Commerce and Industry was recently announced by Gov. Robert F. Kennon at Baton Rouge.

The new board will approve industrial tax exemptions and formulate policies of the Department of Commerce and Industry, Louisiana's official tourist and industrial promotion agency. Elmer D. Conner of Jennings was appointed executive director of the department last month by Gov. Kennon.

Named to the board were: W. L. Billups of Alexandria, president of the Billups Petroleum Co.; Richard D. Chappuis, Lafayette, agriculturist and planter; Streuby L. Drumm, New Orleans, vice-president of New Orleans Public Service; N. C. McCowen, Shreveport, president of United Gas Corp.; J. B. Nachman, Alexandria attorney; J. C. Ritchie, Ruston, general manager of Ritchie's, Inc.

Charles B. Sherouse of Monroe, vice-president of Sherouse Realty Co.; Elmer E. Shutts, Lake Charles, consulting and civil engineer; Daniel W. Spurlock, Shreveport, special assistant to the senior counsel, Esso Standard Oil; George G. Weak, Monroe, president of

Weeks Supply Co.; Ernest D. Wilson, Baton Rouge, president of Dunham-Wilson Co.; and S. L. Wright of New Orleans, assistant to the president, Texas and Pacific Railway.

In announcing his appointments, Gov. Kennon said the board members "represented the finest cross section of talent available in our state."

Date of the board's first meeting has not been set, according to director Conner, who said he expected to meet with the board soon to plan a campaign outlining Louisiana's advantages for the traveler and industrialist.

Texas Eastern Announces Two Executive Appointments

H. A. Hemphill, president of Texas Eastern Production Corporation, has announced the appointment of three new executives. They are: Robert E. Daniel, secretary and treasurer; James W. Burkhardt, production manager; and Haden J. Upchurch, manager, land department.

Robert E. Daniel, formerly assistant controller of Schlumberger Well Surveying Corporation, Houston, has spent most of his life in Houston. He is a graduate of the Personnel Administration Course at the Texas A & M Summer College and of the International Accountants Society, Inc. Prior to employment by Schlumberger, he held the position of secretary-assistant treasurer for The Standard Oil Company of Kansas.

James W. Burkhardt, former general superintendent of Brown and Wheeler, oil operators, attended college at Texas Tech and Oklahoma University and received a degree in petroleum engineering from the latter. Prior to his employment by Brown and Wheeler he was employed as an engineer for Baker Oil Tool Company and as a petroleum engineer for Humble Oil & Refining Company.

Haden J. Upchurch, former district landman for the Cabot Carbon Company, Midland, Texas, is a native of Tyler, Texas. He studied law at the University of Texas School of Law, is a member of the State Bar of Texas, and is licensed to practice in that state. Prior to his employment by the Cabot Carbon Company, he was titleman-lease buyer for over five years with the Humble Oil & Refining Company.

Farm and Ranch Publishing Co. Names Forbes McKay, President

Forbes McKay has been elected President of Farm and Ranch Publishing Company, effective immediately, by action of the Board of Directors.

Other officers elected include Lewis F. Wood, Executive Vice-President, in charge of circulation; Ted Lord, Vice-President and Associate Advertising Manager; Charles E. Ball, Vice-President



Forbes McKay

and Managing Editor; David G. Brown, Treasurer; and J. C. Schutt, Secretary.

Mr. McKay has announced that FARM AND RANCH-SOUTHERN AGRICULTURIST will change its page size, effective with the January, 1953 issue, and that the magazine will be printed on a newer, faster press than heretofore. Color will be available on any page, both for editorial and for advertising. More photographic illustrations and hand-lettered headings will be used as well as some new type faces. The editorial staff will be increased, and additions will also be made to the advertising staff. Farm and Ranch will maintain its circulation guarantee of 1,290,000.

Pan-Am Southern Re-elects Bruce Brown, President

Bruce K. Brown, Deputy Administrator of the Petroleum Administration for Defense for the past 19 months, has been re-elected a director and president of Pan-Am Southern Corporation in New Orleans.

Mr. Brown, who left the PAD post May 30, has re-opened his residence in New Orleans and will make his home in that city, he said.

Mr. Brown said Roy J. Diwoky, executive vice-president who served as adminis-

trative head of the company during Brown's absence, would continue to hold the executive vice-president position.

Diwoky will be in charge of all operating departments of the company including exploration, production and pipeline; manufacturing; supply and transportation; marketing; purchasing, and economics.

Staff functions reporting directly to the president include financial, law, secretaries department, industrial relations and organization and procedure.

Mr. Diwoky's two assistants have been given new positions in a re-arrangement of organizational assignments. Sam H. Casey, formerly assistant to the executive vice-president, has been assigned to the newly created position of general manager of purchases, and Lyle R. Duty, who was also an assistant to the executive vice-president, has been assigned the new position of administrative assistant to the president.

Sarran of Atlantic Steel Takes Temporary OPS Post

Milton C. Sarran, manager of Atlantic Steel Company's Warehouse Division, has been appointed Chief, Warehouse Branch, Iron and Steel Division, Office of Price Stabilization.

He assumed his new duties on June 23 in Washington, D. C.

Mr. Sarran will actively resume his Atlantic Steel post November 1, when the company's new and expanded warehouse facilities will be in full operation.

In his OPS position, Mr. Sarran will be in charge of all pricing problems of the steel warehouse group. He will relieve Charles Sweet who is returning to his duties with Joseph T. Ryerson & Sons, Chicago.

Mr. Sarran has managed Atlantic Steel Company's Warehouse Division since it began operation in 1947. He has been with the company since 1933.

The OPS post, which carries no government salary, is rotated among steel industry executives about every six months.

St. Louis Federal Reserve Sends Bennett to Little Rock

The Board of Directors of the Federal Reserve Bank of St. Louis has elected Marvin L. Bennett an Assistant Manager of the Little Rock Branch, effective July 1, 1952. Mr. Bennett joined the staff of the Federal Reserve Bank of St. Louis in 1933 and has served in various departments of the Bank. He was graduated in 1948 from Central States School of Banking at the University of Wisconsin.

Clay Childers, Assistant Manager of the Little Rock Branch, will retire under the provisions of the Retirement System of the Federal Reserve Banks on July 1, 1952. Mr. Childers has been connected



L. R. Duty



S. H. Casey

(Continued on page 42)

Southerners

(Continued from page 41)

with the Little Rock Branch of the Federal Reserve Bank of St. Louis since 1919. He was elected Assistant Cashier in 1938 and Assistant Manager of the Branch in 1943. Prior to 1919, Mr. Childers was associated with banks in Arkansas and Texas.

SASI Elects Paterson, Honors Palmer and Gross

Albert Barnett Paterson, chairman of the board of New Orleans Public Service Inc., has been elected president of the Southern Association of Science and In-



A. B. Paterson

dustry. Mr. Paterson has served his city, his state, and his country for more than three decades as a business and civic leader.

Mr. Paterson entered the utility field with the Meridian, Mississippi, Light and Railway Company. In 1920 he joined the New Orleans Railway and Light Company as advisory engineer. When New Orleans utilities were organized as New Orleans Public Service Inc. in 1922, he became vice-president and general manager of the new company. He was named president in 1930, holding that position until May, 1951. At that time he was re-elected chairman of the board, and Mr. George S. Dinwiddie was elected president.

Mr. Paterson is a leader in many charitable, cultural and patriotic activities. Recognition of three decades of civic enterprise has been formalized by six organizations—Greater New Orleans Incorporated, International Hours, International Trade Mart, New Orleans Board of Trade, New Orleans Chamber of Commerce and the New Orleans Cotton Exchange—with the presentation of a plaque to Mr. Paterson "in recognition

and appreciation of his untiring efforts and outstanding accomplishments of the field of civic betterment."

Further recognition was accorded Mr. Paterson by the Sales Executives Council of the Chamber of Commerce of the New Orleans Area in March of this year. This group presented him a plaque designating him "Star Salesman for New Orleans" in 1951.

The Southern Association of Science and Industry has bestowed its highest honors on a Tennessee industrialist and a North Carolina scientist. Selected for notable service to the South during 1951 were Colonel E. W. Palmer, of Kingsport, Tennessee, and Dr. Paul M. Gross, of Durham, North Carolina.

Recipient of the SASI award for distinguished service to Southern industry is Col. E. W. Palmer, President of the Kingsport Press, the largest book manufacturing plant in the world. Col. Palmer has been allied for a quarter of a century with many national, state, and local activities of economic and social significance. The SASI citation commended him particularly for his work as chairman of the National Planning Association's Committee of the South. In this capacity he guided a program of analysis of the region's economic potentialities and assisted in developing programs designed to promote more rapid industrialization of the region.

Col. Palmer is vice president of the National Association of Manufacturers, a member of the National Executive Board of the Boy Scouts of America, a member of the Tennessee State Planning Commission, and has served on the governing boards of a score of educational and philanthropic organizations.

Recipient of the SASI award for distinguished service to the South in the scientific field is Dr. Paul M. Gross, Vice President of Duke University and President of the Oak Ridge Institute of Nuclear Studies. He has been prominent in scientific affairs nationally for many years.

The SASI awards for distinguished service in the fields of Southern industry and science were instituted in 1950. They are considered to have greater significance than any other recognition for regional accomplishment because the nominations are collected and screened through hundreds of prominent Southerners in fourteen states, and the final selections are made by the SASI Board of Trustees, which is composed of some eighty Southern leaders in industry, education, and science.

R. E. Salvati Named Chairman By Island Creek and Pond Creek Pocahontas Coal Companies

The Boards of Directors of the Island Creek Coal Company and Pond Creek Pocahontas Company at their meetings in New York on June 24 announced that their Board Chairman, James D. Francis, at his request, was relinquishing active duties as their senior executive officer. Raymond E. Salvati, who has been with these companies 30 years and

has held the position of president and chief administrative officer of both since 1949, will take over the executive duties heretofore performed by Mr. Francis. Mr. Francis will remain as a member of the Board of Directors and the Executive Committee. All the officers of the company were re-elected with the exception of the office of the Chairman, which office was not filled.

Mr. Francis' service with the Island Creek and the Pond Creek Companies and their subsidiaries dates from 1911 when he was retained as counsel, and he has been active in the management of the companies' properties in West Virginia and Eastern Kentucky since that date. He was elected vice president in 1918, president in 1933, chairman of the board in 1949.

Raymond E. Salvati graduated from West Virginia University in 1922 with a degree in mining engineering and came directly to the Island Creek Coal Company. He came up through the ranks. In the space of two years he was superintendent of five mines. He was transferred to the Pond Creek Pocahontas Company in 1926. He was appointed manager of this company two years later. In 1932 he was elected a vice president and director. Retaining his status with the Pond Creek Pocahontas Company, he moved over to the Island Creek Coal Company in 1935 and a year later became its general manager; in 1940 a vice president; 1942 a director; and in 1949 president. He also holds the presidency of the Island Creek Coal Company's subsidiaries.

Reichhold Sends Jernigan South as Tech. Service Dir.

Appointment of John M. Jernigan as Technical Service Director of the Southern Division in Tuscaloosa, Ala., was announced recently by Reichhold Chemicals, Inc.

Until his recent promotion Mr. Jernigan was a chemist in the RCI Southern Division laboratories, specializing in development of synthetic resins for the paper, paint, and plywood industries of the south.

Previously he had been a research engineer with the Carbide and Carbon Chemicals Corporation and a consulting engineer with the U. S. Bureau of Mines.

Frisco Names Bryant To Motor Transportation Post

The retirement of W. L. English, vice president of the Frisco Transportation Company and supervisor of motor transportation for the Frisco Railway, was announced July 1 by Clark Hungerford, President.

English will be succeeded as supervisor of motor transportation for the railway by R. C. Bryant, who also will continue as general manager of the F. T. C., trucking subsidiary of the railway. Hungerford said.

The retirement and promotions became effective July 1. Bryant will be headquartered at Springfield, Mo.

"Stretchout"

(Continued from page 29)

feasible to use single plants in the East or North as national distribution centers, because the cost of moving goods to the Midwest and South is too high.

General Electric major appliances now made at several widely scattered plants in the Northeast will be concentrated at Appliance Park. Such concentration of production in itself permits economies, because it means the elimination of duplicate management at several plants. Moreover, production research and design are brought into closer teamwork, when they are located on the same site.

Initial output of refrigerators and other appliances is expected to begin late this year in the first of five manufacturing buildings planned for Appliance Park. All of the sales, marketing, and other top-management personnel have just been transferred to Louisville from Bridgeport. In addition to refrigerators, it will make washing machines, ranges, etc.

Appliance Park carries out the same theory to appliances that was applied by General Electric to electronics, at its big Electronics Park plant at Syracuse.

In gaining new appliance plants, the South is winning a "growth" industry. GE executives estimate that the appliance industry's sales should rise from the 1951 level of \$3 billion, to at least \$4.5 billion, by 1960. General Electric alone will be spending \$50 millions more for materials and parts for major appliances in 1960 than it did last year. And suppliers of those materials who are located in Kentucky, Tennessee and the Midsouth will get the major share of that business.

The Louisville plant is only one of several plants projected by General Electric, Westinghouse and the automotive industry for Southern locations. Last year, General Electric employed 9,000 persons at Southeastern plants, with a total payroll of \$35 million annually. This, of course, does not include the Louisville plant. By 1954, the Southeastern payroll will include over 13,000 employees, with pay totaling \$50 million a year.

GE has just dedicated two new Southeastern facilities—a \$6 million electronic tube plant at Oxford, three miles from Anniston, Ala., and an automatic blanket and heating pad plant at Asheboro, N. C. In addition, General Electric will build a transformer plant at Rome, Ga., which will employ 1,700.

The latter plant will begin output by 1953. In selecting this site, GE said it was chosen because it was "near important customer areas and near the supply of raw materials." The big increase in electric generating capacity and industrial activity in the South makes it necessary for GE to give thought to the location of plants which serve industry as well as those that supply consumer products.

The Anniston tube plant will employ 2,000 by next year.

Since World War II, employment by the civilian durable goods industries in the South has been moving up sharply, because of the greatly increased purchasing power of this area. General Electric already is operating plants at Memphis, Tenn.; Goldsboro, N. C.; Lexington, Ky.; Owensboro, Ky.; and Jackson, Miss. In addition, it operates a naval testing station at Key West, Fla., and has 158 offices and distribution centers in ten Southeastern states.

General Electric's chief competitor, Westinghouse, is placing new plants in the South, too. Westinghouse has just announced that it will build a new multi-million dollar plant for industrial and commercial lighting at Vicksburg, Miss. It will be the largest plant in the country devoted exclusively to the manufacture of fluorescent lighting fixtures for commercial and industrial use, and incandescent fixtures.

In full production, it will ship five to ten freight car loads of finished products every day. Industrial growth of the South was a major factor in Westinghouse's decision to locate the plant in Vicksburg, but low cost output and other advantages were undoubtedly given due weight.

The balance and diversification of the South's new and growing industries are vastly encouraging. The industry's that are moving in are heavy consumers of steel and other metals.

The Tennessee Coal and Iron Division of U. S. Steel Corporation, for example, has been carrying on an expansion and modernization program that will add 500,000 tons of new capacity. By using richer ore obtained from U. S. Steel's Venezuela mines, iron output of the TCI blast furnaces will be increased. Next year, the TCI open hearth furnaces will be rebuilt to produce the additional steel. When the many new improvements are completed, TCI will have increased its capacity from 3,027,000 tons to 3,527,000

tons. This gain will provide 355,000 tons of additional finished products.

The oil equipment industry, rapidly growing to meet the needs of the South's vast petroleum industry, is stepping up output by 15 to 20 per cent this year, compared with 1951. It will require more steel. The Petroleum Administration for Defense has announced plans to drill 101,000 new wells during the next 18 months, a sharp gain over the 44,000 drilled last year. Refinery expansion will involve \$800 million this year, against \$500 million last year. Moreover, the trend is toward deeper wells, which require more equipment and more steel. On top of those trends, many Southern oil equipment companies are getting larger defense orders.

The expansion of the aluminum industry in the South will be completed next year. Most of the 3,000,000,000 pounds of annual capacity will be located at new or enlarged Southern plants.

New multi-million dollar chemical plants for the South are still being announced steadily. The pulp and paper industry's expansion in the South is about to be stepped up by the addition of a vast newsprint program, designed to reduce this country's dependence on Canada.

The atomic energy program in the South is being steadily enlarged by the Government. The automotive industry is opening new plants designed for dual purposes — defense and civilian needs. Construction has just been started, for example, on General Motors' big dual purpose plant at Arlington, Texas. This plant, designed to make Navy jet fighters and Buick, Olds and Pontiac cars, will take care of part of the needs of the Southwest for automobiles.

Whether the nation gives major emphasis to defense or civilian needs, during the next decade, rapid growth for the South's industries is assured.



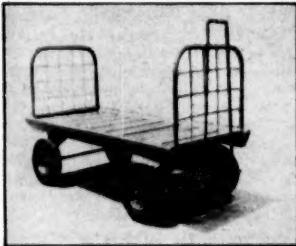
"I was just explaining to Junior about the right of free speech, dear. May I continue?"

NEW PRODUCTS

Baggage Cart

Texas Metal & Manufacturing Company, Inc., 6114 Forest Park Rd., Dallas, Texas—A new light-weight airplane baggage cart for use by small airline operating stations.

The cart, which has an aluminum channel frame, oak flooring and steel bumpers



Airplane Baggage Cart

is light-weight yet has a large storage area and more than adequate cargo space. It is designed to hold up to 1200 pounds of luggage or other types of cargo.

Because of its design, the cart is very maneuverable and offers the maximum in easy use. A simple hand-controlled brake built into the tugging handle makes the entire operation suitable for an individual.

Actually, the cart was designed for use by one man. It is 76 inches long, 36 inches wide and the floor is 19 inches from the ground. The tires are mounted on 12 inch wheels.

Fire Shield

Gustin-Bacon Manufacturing Co., Kansas City, Mo.—A lightweight fire shield, made of glass fiber insulation enabling firefighters to approach within a few feet of a fire with effective protection against radiant heat.

Weighing only 26 pounds, the shield can be carried by one man on the run over ditches or rough ground. At close quarters, the fireman can either direct operations, turn off valves, effect a rescue or even fight the fire himself.

The secret of the shield's heat-stopping power is a blanket of Ultralite glass fiber insulation fitted to a framework of tubing. Working behind such a shield, a fireman has been able to approach within 18 inches of a high pressure gas fire (850 psi from a 6 inch pipe) in comfort and safety.

The user maintains vision through a "peep hole" at eye level. His face is shielded by copper wire that disseminates and dissipates heat. A self sealing opening for a hose nozzle is easily cut through the shield wherever desired.

Squaring Shears

Wysong and Miles Co., Greensboro, North Carolina—A new series of $\frac{1}{4}$ " power squaring shears in 4, 6, 8, and 10 foot cutting lengths.

Construction is from massive, H-tensile castings. Back gauge is ball-bearing, precision, adjustable to .0078 (1/128th) of an inch by front operated handwheel. Hold-down action is by roller and cam action. Individual compression springs in each hold-down foot compensate for varying thicknesses in metal being sheared. Clutch is jaw-type.

A full length open space between hold-down and knife-bar makes the cutting line clearly visible. The operator can easily cut to a scribed line.

To insure accurate shearing, surfaces where end frames and bed join are hand scraped for perfect bearing. In assembly, bed is squared in all directions.

Sheet Steel Separator

Clark-Hopkins Equipment Corporation, 1124 Spring Garden Street, Philadelphia 23, Pa.—A new Sheet Steel Separator designed to permit instant removal of the top sheet of steel from a stack.

The Caufield Sheet Steel Separator permits automatic separation of stacked steel sheets. Using the Separator increases production by eliminating lost motion and time in trying to pry oily sheets apart with hands or a sharp instrument. Experience has shown up to 100% increase in production in some applications.

When the Caufield Separator is used, the top sheet is always raised about 2" above the balance of the stack. As each sheet is removed, the next one is raised and separated ready for immediate transfer to a press or machine.

Using the Automatic Separator prevents damage to expensive dies, by eliminating the possibility of feeding double



Caufield Separator

sheets into a press. The danger of the operator receiving severe cuts or bruised fingers is greatly lessened, as well as making the removal a faster, more efficient operation.

Expendable Fiber Pallets

Fiber-Weld Corporation, 151 E. Venango Street, Philadelphia, Pa.—A new, exceptionally strong fiber pallet, of unusually light weight. For example, the weight of a 48" x 48" single faced pallet is approximately 8½ pounds. Due to this light weight characteristic, a great reduction in physical labor is achieved. Speeds packaging and expedites the handling and storage of material.

This pallet was originally intended to be expendable, and, although sold as such, experimental tests have proven



Light-Weight Pallet

that many additional trips have been made with this pallet.

It is economically priced and is adaptable to various loading conditions. These units may be utilized with palletizing adhesive or the material strapping method of binding the load.

Constructed of honeycomb material, faced on either side with heavy kraft. The legs, nine per pallet, made of the same honeycomb material, are 8" x 8" square, with a crushing strength of 60 pounds per square inch. These pallets are made single faced, single faced with reinforcements on the bottom and double faced, in all standard sizes. Fiber-weld special size pallets can be produced to meet any special shipping or storing requirement.

Pump/Motor Combination

The Denison Engineering Co., Columbus, Ohio—A new 2000 psi vane-type oil hydraulic pump that can also be used as a fluid motor.

This new pump/motor is of single stage design and reported to incorporate a new principle of radial balance and construction. No alterations of any kind are necessary within the unit itself, to utilize its two-way performance. Used interchangeably it reduces inventory required where both types of units are regularly used.

In addition to these dual-purpose qualities, the unit permits either clockwise or counter-clockwise rotation, for both pump and motor operation. Direction of rotation, in any type of application, can be reversed by means of a simple change in position of the pumping cartridge. The three major parts of these pumps are easily disassembled by removal of a few cap screws.

Insulating Material

Gustin-Bacon Manufacturing Co., Kansas City, Mo. — An improved weight-saving insulating material, known as Ultralite, has been installed on most of the cars of the Pennsylvania Railroad's new streamliner trains, the Congressional and the Senator, which went into service in March. Made of long textile-type glass fibers bonded together with a thermosetting plastic resin, Ultralite is resilient, dimensionally stable and virtually indestructible.

Railroad engineers say Ultralite also provides the cars with an added safety factor, since it lessens the weight of the car's superstructure, thus reducing the possibility of top-heaviness.

The material is being used for thermal and acoustical purposes in other branches of transportation too, such as trucks, buses and subway cars; for insulation of heating, ventilating and air conditioning equipment; for use in metal buildings; in general piping applications; and in house trailers.

Floor Maintenance Machine

American Floor Surfacing Machine Co., Toledo, Ohio — A new "Swing-Around" handle, combined with a Safety-Grip type of operating lever, is a new feature in the improved line of 14", 16" and 19" American DeLuxe Floor Maintenance Machines.

Simplified design of the new handle employs fewer parts and makes the machine easier to operate in two ways: (1) the handle can be rotated so that the built-in trailing wire can be on either side the operator chooses; and (2) by having the receiving unit for the cord



American's New Model

built in the handle the wire is kept free from the operator and machine path. Also, the new plug receiving unit is designed with a steel strain reliever which lowers maintenance costs by reducing cord and plug breakage. Either a light or heavy duty cord can be plugged into this unit.

A single "Safety-Grip" switch operat-

ing lever reduces hand fatigue and can be easily controlled. This switch provides positive off-on action when operator grips it, and prevents machine from starting accidentally when plugged in. Also, it stops automatically if operator loses control of machine.

Pipe Coupling

Quik-Joint Manufacturing Co., 469 E. 159th St., Harvey, Ill. — A factory assembled pipe coupling which can be installed in any piping system in less than 60 seconds. No thread cutting whatever is required. Pipes to be connected are simply inserted into the ends of Quik-Joint coupling body and the lock nuts wrenched to desired tightness.

The result is a tightly sealed but flexible joint capable of withstanding working pressures up to 200 P.S.I. No castings are used; the body is of pressure-tested pipe steel having a greater wall thickness than the pipe to be joined. Lock nuts and gasket retainers are drawn from cold rolled steel. The compression rubber gasket comes in a number of formulas depending upon the desired application.

Air Control Valve

Kindt-Collins Co., 12635 Elmwood Ave., Cleveland 11, Ohio — A new automatic air-control valve, for use with air suction systems and dust collectors on units such as metal grinding and polishing machines, wood jointers, planers, sanders, table saws, and other similar equipment.

Several exclusive and unusual features are claimed by the manufacturer for this new product to be known as the Ventomatic Air Control Valve (patent applied for). Extremely simple in design, this unit can be fitted to any machine, pipe or installation within its scope. The valve opens and closes automatically as the machine switch is turned on and off. This prevents the continual exhausting of warm air from the room when the machine is not operating, and effects important heating economies.

Plumber's Furnace

Weldit, Inc., Detroit, Mich. — A new combination propane and butane plumber's furnace.

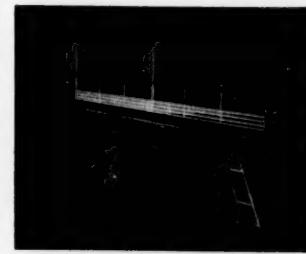
The new Weldit furnace is a combination floor and tank top model. The furnace is of heavy duty design, yet light weight for portability, though rugged enough for the heaviest jobs.

The furnace is positive control type. Can be adjusted from a low, warming heat to a high heat of over 65,000 B.T.U. It produces any graduation of heat rapidly. It is clean, quick and highly efficient. There is no generation of burner, no smoke or fumes, no pumping of air pressure. Just a highly efficient constant heat at the touch of a match.

NEV

Portable Platro.

Ballymore Company, Wayne, Pennsylvania — All-steel welded tubing, expanded metal treads and platform provide safe footing and ample space for both tools and workers on Ballymore Portable Platforms. For assembling large machinery and machine tools, army tank turrets and



Ballymore Platform

guns, etc., for aircraft production and airport inspection purposes, bus and truck maintenance and many similar applications. Built to order to meet specific requirements for length, height, width and rail construction. Rigid and sturdy. Eliminates unsafe horses-and-planks platforms, temporary scaffolding and heavy, hard-to-move wooden work structures. Available promptly. Recommendations, designs, prices on request.

Round-Chart Recorder

The Bristol Company, Waterbury 20, Conn. — Round-chart recorders and automatic controllers.

The new round-chart Dynamaster models are accurate, high-speed, continuous-balance, null-type electronic instruments which can be used to measure any variable that can be translated into an electrical quantity such as d-c current, d-c voltage, capacitance, or resistance. Typical sensing elements that can be used with the new Dynamaster instruments include thermocouples, radiation detecting units, resistance thermometer bulbs, pH amplifiers, tachometer magnetos, strain gauges, smoke density detector, thermal converters for power measurements, beta ray gauges, and many others.

The measured variable is simultaneously recorded on a 12-inch diameter chart and indicated on a large circular scale which is legible at a distance. Models are offered for full-scale pen travel in 7 seconds, 3 seconds, 1 1/2 seconds, or 2/3 second, and with a wide variety of ranges. Controlling models with all types of air control and electric control action are also available.

(Continued on page 46)

NEW PRODUCTS

(Continued from page 45)

Slip Roll

O'Neil-Irwin Manufacturing Company, Lake City, Minn.—A new, hand-operated slip roll which forms complete circles in 16 gauge steel in less than $\frac{1}{4}$ the time it ordinarily takes and also forms bends at any point in a sheet of material.



Di-Arc Roller

Designated Di-Arc Roller, an exclusive feature of the machine is a cam actuated idler roll. Because of it, complete circles of one inch diameter or larger can be formed in two passes through the roller, something that usually takes from 8 to 12 passes.

In "two pass circle forming," the cam operating lever lowers the idler roll to allow insertion of the material. It also raises the roll to a pre-set position which determines the diameter of the circle to be formed. On the first pass through the roller a half circle is formed, and on the second pass the circle is completed. In addition it was pointed out, parts can be duplicated with great accuracy and at a high rate of production since the idler roll always returns to its pre-set position.

Reversible Wheel Adaptor

Detroit Milling Cutter Co., Accessory Division, Farmington, Mich.—A reversible wheel adaptor.

When the wheel wears on one edge, as from grinding forms or chipbreaker grooves, it can be reversed on the spindle without the delay and expense of re-truing the wheel. The adaptor stays mounted on the wheel at all times.

Not only is this adaptor invaluable for Diamond Wheel usage, but on any formed or angular periphery type surface grinder wheel, it permits quick and

accurate wheel reversal for grinding left and right handed tools or parts. It saves set up time on intermittent wheel use.

Spray Gun

DeVilbiss Company, 296 Phillips Ave., Toledo, Ohio—A new spray gun with ultra sensitive controls for fine spraying is available for immediate delivery.

The new gun, designated as Type EGA, is designed for small refinishing jobs, stenciling, blending, high-lighting and decorative work. Its spray pattern is medium sized and can be adjusted to practically pin-point size for touch-up work.

The gun body of the EGA is an aluminum die casting, which permits the use of a wide range of materials including latex.

The new gun is light weight and can be used with standard glass jar fluid containers of 2, 4, 6 or 16 oz. capacity. The trigger which actuates both the air valve and fluid needle is designed for either left or right hand operators.

Recoil Type Starter

Sandvik Steel, Inc., Sandsteel Spring Division, 145 Hudson Street, New York, N. Y.—Gasoline engine recoil springs with improved performance characteristics. The springs are available in sizes from $\frac{3}{8}$ " x .025" to .042" x 6—12 long.

Similar models are also being made by Sandsteel in a variety of sizes and styles to meet the requirements of other power spring applications, such as in portable power saws, power lawn mowers and small tractors.

By using special high-carbon steel and annealing procedures, Sandsteel engineers have designed a longer, thinner spring which does not require a larger size holder, and will provide more pre-wind and reserve power to insure positive, easy starts. Even after long, severe use, the new starter spring retains its original resiliency and energy storage qualities, will not set or fail to return, and continues to provide adequate tension on the handle.

Grease Fittings

Universal Lubricating Systems, Inc., Oakmont, Pa.—A new Universal giant buttonhead grease fitting with revolutionary one-piece construction for use on all heavy industrial machinery.

Employing a design new to the field, the Universal giant buttonhead fitting is built to provide maximum grease flow. It prevents the leaking possible with conventional two-piece buttonhead fit-

tings which can be separated by extreme pressure or jolting.

One-piece construction imparts stronger, longer-wearing, abuse-resisting qualities, according to Universal tests.

The new product also features a strong steel inner-spring which combines with a fiber sealing washer to prevent grease leak-back.

Exhaust Fan

Standard Electric Manufacturing Co., Inc., West Berlin, New Jersey—A general-purpose type fan combining a number of improvements. Explosion proof, enclosed or open type motors are available as required and this rugged unit meets UL specifications for spray booths. Features include sealed SKF bearings in readily replaceable flange construction, double angle motor support to minimize vibration, adjustable motor base for belt takeup, and heavy cast aluminum fan blade in a wide range of sizes from 18" to 42". From $\frac{1}{4}$ to 7 $\frac{1}{2}$ hp. motors are also available as required. Manufactured in quantities, prompt deliveries, low cost. Catalog available.

Carbide Drill

Raymac Manufacturing Company, Inc., Detroit, Mich.—A solid carbide drill of unusual dimensions designed for one of the big three automotive manufacturers.



Raymac Drill

This drill's measurements are as follows: overall, 1 $\frac{1}{4}$ ", taper, 15 16", shank end, .070, length of drill, 5 32", diameter of drill, .022. Spiral flutes.

Lever Jack

Templeton, Kenly & Company, Chicago, Ill.—A new light-weight ratchet lowering lever jack with an aluminum housing. Known as the Simplex A1022, the Jack is ten tons in capacity, but weighs only 42 pounds. The A1022 is designed to satisfy demands for light weight versatility in a wide range of general purpose industrial, construction, oil field and railroad uses.

The Simplex A1022 has a minimum height of 20 $\frac{1}{2}$ inches, a 12-inch lift and a broad toe lift with a minimum height of 2 inches.



Taxes and Your Telephone

A considerable part of the money you pay for telephone service goes right out in taxes. In fact, the total telephone tax bill last year averaged \$2.70 per month for every Bell telephone in the country. It will be even higher this year.

Taxes are necessary . . . you couldn't run a city, state or nation without them. But they do mount up.

BELL TELEPHONE SYSTEM



Conveyor Belt System Aids Kanawha River Valley

A rubber conveyor belt system that looks like a Coney Island roller coaster but stretches more than two and a half miles over, around and under rugged mountains is helping to make the Kanawha River Valley, near Charleston, W. Va., one of the nation's fastest-growing strategic industrial areas.

The conveyor, featuring a B. F. Goodrich rubber beltroad, transports coal from a mining area which is one of the sources of coal for a large steam generating plant now under construction on the banks of the Kanawha at Glasgow, W. Va. Based on estimated coal deposits tapped by the belt, it is believed that the conveyor system will still be playing a vital role in the economy of this booming industrial valley a hundred years from now.

The first flight of rubber belt, a 1200 foot section, picks up coal from a drift mine 500 feet up on the side of a 1900 foot mountain and carries it down the mountainside at a 17-degree angle for an overall drop of 296 feet.

From here, the belt threads its way across country for more than 4000 feet, then rises to cling to the steep side of a second mountain which it circles for 4700 feet in a series of roller coaster dips and rises. The rubber beltroad next burrows into a 4000 foot tunnel drilled through the base of a third mountain. The belt emerges finally at the Kanawha River, near Montgomery, W. Va., 14,000 feet from the start of its skyscraper ride. The beltroad discharges its coal cargo into river barges.

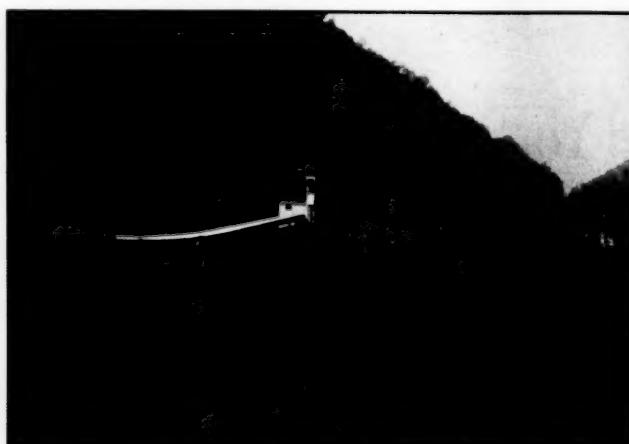
En route to the river, the conveyor makes two abrupt 90-degree changes in direction, crosses over one road, tunnels under another. The entire system is composed of nine flights, or sections, of rubber conveyor belting, ranging in length

from 230 feet to 3,770 feet, pulley to pulley distance. Transfer points located where one belt ends and another begins automatically cause the coal to discharge from one belt to another.

Additional power brought to the Kanawha River Valley by the beltroad will make the area, more than ever before, the Ruhr of the nation's chemical industry. During the past 20 years, more than a billion dollars have been invested in industrial and commercial development in a 60-mile stretch along the banks of the Kanawha. Electro-chemical and electro-metallurgical plants which require vast amounts of electrical power have sought out the valley to be near a plentiful source of power. Coal is the key to this power. Except for modern mechanized handling typified by the B. F. Goodrich beltroad, however, coal production in this vital field would be very expensive.

Electric power, fed by the new beltroad, will provide a new stream of industrial lifeblood for an area which includes the largest natural gas producing field east of the Mississippi; accounts for one of the world's largest daily productions of chlorine; houses the world's largest facility for production of man-made rubber, operated by B. F. Goodrich Chemical Company; produces synthetically scarce organic chemicals vitally important in defense; includes a Naval Ordnance plant which produced more armor plate in World War II than all other steel mills in the United States combined.

The spectacular down-slope belt of the conveyor system, six months in operation, has moved 125,000 tons of coal from mine to stockpile while awaiting completion of the main line conveyor legs to the river. The down-slope belt is 42 inches wide, cord-reinforced, and can handle 350 tons an hour. Eight remaining belts in the system are 36 inches wide, can handle 550 tons an hour.



Seen from this viewpoint, this section of the beltroad looks like a roller coaster as it threads itself around the mountain. Steel towers supporting the conveyor system are as high as 30 feet at some points and are anchored in solid rock.

Pennsalt Expands Montgomery Plant

The Pennsylvania Salt Manufacturing Company has taken another step toward more complete pesticide service for Southeastern farmers in the addition of facilities to produce emulsion concentrate formulations at its Montgomery, Ala., plant.

This young plant, started by Pennsalt early in 1951, is one of the most modern dust-base formulating operations in the Southeast, embodying several new formulating techniques developed by Pennsalt.

The growth in demand for emulsion concentrates for liquid formulations in recent years reached the point where Pennsalt found it economically practical to add these facilities at Montgomery. Previously supplies of these pesticides for this area had been supplied from Pennsalt's works at Natrona, Pa.

The new facilities are producing emulsifiable concentrates of benzene hexachloride, DDT, toxaphene and BHC-DDT combinations, principally for cotton but also for other crops of the area. These products thus round out Pennsalt's line of pesticides which formerly included dust-base formulations of DDT, BHC, toxaphene, sulfur, parathion and other active ingredients.

The new facilities include blending and mixing tanks and apparatus, chiefly of copper and monel construction, and weighing and conveying equipment, plus the usual process controls. Four solvent storage tanks with a capacity of 60,000 gallons have been installed. Warehousing space has been increased 35 percent and additional truck loading facilities have been included.

Ashland Oil

(Continued from page 35)

inspect the power plants and appointments of this mighty, modern, towboat. Almost 35,000 visitors were welcomed aboard by the congenial officers and crew during the trip.

With its complete set of eight integrated barges, the Aetna-Louisville moves 170,000 barrels of crude oil upstream from points in the New Orleans area to the Cattlettsburg refinery. Boat and barges together form a unit 1,170 feet in length, more than a fifth of a mile. The addition of the new towboat will increase the carrying capacity of the company's fleet approximately 30%, but the increase is still short of meeting the company's demands for river transportation.

Paul G. Blazer, chairman of the board of the Ashland Oil & Refining Company, reported that the company's towboats and petroleum barges, believed to constitute the largest single oil-carrying fleet on the rivers, had moved 1,657,000,000 ton-miles of crude oil and refined products within the 1951 fiscal year. In addition, other river transporters handled crude oil and finished products for the company to the extent of 1,236,000,000 ton-miles.

WATER PRESSURE INCREASED 18 PER CENT



Horton Elevated Tank Provides Better Water Service in Bay Minette

Bay Minette, Alabama — located 20 miles northeast of Mobile — installed a 200,000-gal. Horton elevated tank to provide better municipal water service. That it did so is proven by *actual performance records*. Figures show that since the Horton tank was installed, water pressure increased from 47 lbs. per sq. in. to about 56 lbs. per sq. in.—an 18 per cent gain. Also, and just as important, this gain was reflected *throughout* the city.

Bay Minette is supplied by water taken from two gravel wall wells. Each of these wells is equipped with vertical deep-well turbines that deliver water to aerators. From the aerators, water flows by gravity to a 7,500-gal. reservoir or a 10,000-gal. contact basin, and is pumped into the distribution system by high-lift pumping units.

Horton elevated water tanks offer other benefits to cities in addition to increasing minimum water pressure and decreasing pressure variations. They may also reduce pumping costs because a portion of the water used can be pumped during periods of low demand.

Horton elevated tanks with ellipsoidal bottoms are built in standard capacities from 15,000 to 500,000 gallons. Larger elevated tanks are built in capacities up to 3,000,000 gallons.

Write our nearest office for details.

Left: 200,000-gal. Horton elevated water tank, 83-ft. 6-in. to bottom recently installed in Bay Minette, Alabama, water system. It was built in accordance with A.W.W.A. specifications.

CHICAGO BRIDGE & IRON COMPANY

Atlanta 3	2145 Henley Bldg.	Detroit 26	1510 Lafayette Bldg.	Philadelphia 3	1619—1700 Walnut Street Bldg.
Birmingham	1530 North Fifth St.	Havana	402 Abreu Bldg.	San Francisco 4	1540—200 Bush St.
Boston 10	1020—201 Devonshire St.	Houston 2	2114 C & I Life Bldg.	Seattle 1	1320 Henry Bldg.
Chicago 4	2106 McCormick Bldg.	Los Angeles 17	1517 General Petroleum Bldg.	Tulsa 3	1611 Huett Bldg.
Cleveland 15	2216 Guildhall Bldg.	New York 6	3313—165 Broadway Bldg.	Washington 6, D. C.	1144 Cefritz Bldg.

PLANTS IN BIRMINGHAM, CHICAGO, SALT LAKE CITY AND GREENVILLE, PENNSYLVANIA

June Awards

(Continued from page 33)

\$792,635, or about \$21,012 under estimated costs. Low bids on structures ran under estimates more than did those on grading, drainage and paving. North Carolina was also the scene of a letting where bids were under estimates. Total of the low bids was \$1,574,943. This was \$252,456 under the highway commission's figures.

Another favorable factor in the southern highway pictures is the opening of bids for test borings on the proposed West Virginia Turnpike. The Mountain State a few months ago sold \$96,000,000 in bonds to finance construction of that eighty-eight mile route from Charleston to a point near Princeton. Among other southern states studying similar projects are Georgia and Tennessee. Oklahoma, of course, already has its super-toll road under way.

Housing starts through the country remained high in May, the latest month for which figures are available, according to the Bureau of Labor Statistics of the Department of Labor, which says that the 107,000 new permanent non-farm dwelling units begun represented a small decline from the April figure. For the first five months of the year, the number of housing starts was 455,600 or about 1,900 under the January-May, 1951 total.

One section of the South—the Southeast—will see projects started involving an expenditure estimated at \$16,700,000, according to a release from Atlanta office of the Department of Commerce, which reveals that the new construction will be mostly commercial, religious, entertainment and municipal work.

The projects included hotels in Atlanta, Augusta, Miami, and Aiken, this latter in South Carolina; two bank buildings, forest fire lookout towers throughout Georgia, and several churches. One of the hotels, to be located at Augusta, will cost almost \$2,000,000.

The work is covered under applications approved by the National Production Authority. Allotments were for materials to be delivered in the third quarter of 1952, or in subsequent quarters, but if the current steel strike continues, they will be subject to revision. Some 500 additional applications are still pending.

What would have been a heartening harbinger in the current confusion of construction industry difficulties was an announcement by the Celanese Corporation of America that it is resuming expansion of its Celriver, South Carolina plant "with the arrival of adequate materials and equipment." The program was temporarily deferred three months ago because of the slow-down in rate of materials deliveries. The steel strike, however, is expected to disrupt the schedule.

How shortages and strikes are affecting another project is seen from the announcement on a large Arkansas construction project that the generator installation has been delayed about two months due to the difficulties in obtaining materials and to various work stop-

pages. On a Virginia office building, one-fourth of the steel was erected in November. Work was scheduled to start August 1 on the balance, but the steel strike will probably enforce another postponement.

Producers, manufacturers and re-sellers of some building and construction materials have been permitted to adjust their ceiling prices "to reflect certain transportation costs resulting from freight rate increases." Included are asbestos cement shingles, sheets and pipe; asphalt and tarred roof products, ceramic floor and wall tiles, clay drain tile, concrete products, fibre insulating board, gypsum products, structural clay and allied products, vitrified sewer pipe, blast furnace slag, calcined gypsum plaster, cement, crushed stone, sand and gravel, lightweight aggregates and lime.

The much criticized Regulation X was modified early last month to permit more liberal credit terms for conventionally-financed one to four-family residential projects built after August 3, 1950. No change, however, was made in regulations for non-residential properties.

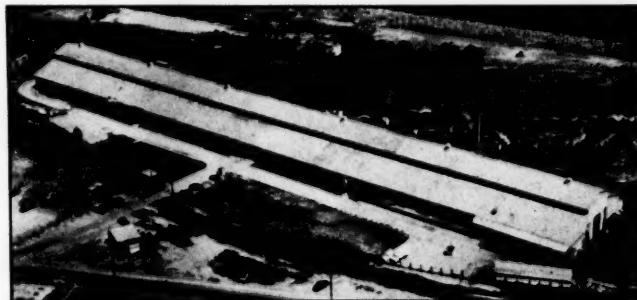
The Federal Housing Administration and the Veterans' Administration were authorized to change their related regulations covering F. H. A. insured mort-

gages and V. A. guaranteed loans to bring them generally in line with the revised Regulation X. A similar change was authorized in terms for rural housing loans made by the Farmers Home Administration.

As described by the Federal Reserve and Housing and Home Finance agencies, smaller down payments apply in varying degrees from the lowest to the highest priced homes. For F. H. A. and conventional loans on one to four-family residences, the down payment has been reduced from ten to five per cent on houses sold at \$7,000 or less. From that figure to \$25,000, the payments take a gradual curve rising from ten to forty per cent.

The schedule of down payments, as revealed by the two agencies, shows proportionately adjusted down payments for veterans, in accord with the preference angle required by the Defense Production Act. No down payment is required for houses up to \$7,000. For those sold at \$25,000 or more, the payment has been reduced to thirty-five per cent.

Minimum down payment requirements for multi-unit structures (those with more than four family units) have been revised downward. The range is from ten to forty per cent, as compared with seventeen to fifty per cent before.



The Koehring Co. has purchased this 800 ft. by 120 ft. factory building in Chattanooga, Tenn., to house its newly organized subsidiary, the Koehring Southern Co.

Koehring Organizes Subsidiary Located at Chattanooga, Tenn.

Koehring Company of Milwaukee has announced the organization of another subsidiary company, known as Koehring Southern Company. This move has been made to provide increased facilities for the development and manufacture of new models of Koehring power shovels and cranes. It will not affect the present schedule of manufacture of Koehring construction equipment in the main Milwaukee plant. The Koehring Southern Company has purchased the Chattanooga, Tennessee, plant of the Norge Division of Borg-Warner Corporation, and takes possession on June 2nd.

Purchased for about \$500,000, the Chattanooga property consists of a modern factory 800 feet long and 120 feet wide, with a total of 100,000 square feet

of floor space, including auxiliary buildings. Located on a 17-acre site on Manufacturers Road, the plant is served by rail, water and highway transportation. Koehring Southern Company plans to spend approximately \$1,000,000 for machine tools to equip the huge building for new-product manufacture.

According to J. R. Steelman, President of the parent Koehring Company in Milwaukee, it probably will be early next year before the Chattanooga unit can be placed in full operation, although production operations will be under way in two to three months. E. A. Brugger, Vice President and General Manager of Koehring Company, has appointed N. J. Decker, former Works Manager of the Parsons Company, a Koehring subsidiary, and recently with the Koehring Company in the same capacity, to supervise the installation of new machinery, and start of operations in Chattanooga.

Alabama State Docks Cites Rise in Profits

A sharp increase in new profits for Alabama State Docks during the period Oct. 1, 1951, and April 30, 1952, has been reported by Jerry P. Turner, general manager.

Turner's report showed net earnings of \$429,743.95 during the stated period as compared with \$186,325.09 for a similar period a year ago.

Reason for the increase, according to Turner who originally submitted his report at a called meeting of the State Docks Board in Tuscaloosa, Ala., is credited to a better volume of business and to stream-lining operations at the docks.

During the board meeting, purchase of a 1,000-horsepower Diesel locomotive for the Docks Terminal Railway to replace a steam engine was approved.

The board also ordered installation of a radio communications system for the Terminal Railway as soon as a permit can be obtained from the Federal Communications Commission and a wave length assigned.

The docks general manager has indicated a greater volume of business and more profit increases are expected now that the docks are equipped with the new \$3,500,000 grain elevator "which provides facilities for establishing Alabama State Docks as a modern, complete ocean terminal."

Turner said: "In addition to the grain elevator, the docks offer 28 cargo berths, bulk material handling plant, terminal switching railroad with five diesel and two steam engines, cold storage plant, cotton department and an industrial canal with sites for tonnage producing industries. Now that we have every type facility, plans are being made to further expand them to compete favorably with not only ports on the Gulf Coast but ports in all parts of the United States."

Quaker Rubber Corporation Opens Dallas Branch Warehouse

Quaker Rubber Corporation, Division of H. K. Porter Company, Inc., Philadelphia, has opened a new stock-carrying branch warehouse and sales office at 1327 Levee Street, Dallas, Texas, it was announced by G. A. Dauphinais, Vice President and General Manager of Quaker.

The establishment of this branch warehouse provides greater service opportunities and better deliveries to Quaker's customers in this fast-growing industrial area. The branch will stock the complete line of Quaker's rubber conveyor and transmission belting, hose, packing and moulded rubber products.

The new warehouse has 5,000 square feet of floor space, truck facilities and rail trackage. Mr. D. C. Hahn has been named District Manager and is in charge of the office.

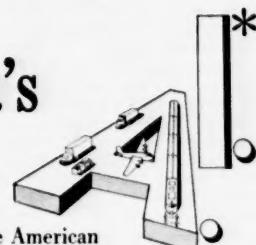
REG. U.S. PAT. OFF.

MANUFACTURED

IN

North Carolina's

.... and nationally advertised from coast to coast. The success of these fine companies and the acceptance of their products by the American public is striking evidence of the industrial advantages of a North Carolina plant location.



TOBACCO PRODUCTS

CAMEL, LUCKY STRIKE,
CHESTERFIELD—and many others.

FABRICS

BURLINGTON, ENKA, BEAUNIT,
CONE, J. P. STEVENS,
DEERING-MILLIKEN, FIELDCREST,
ROBBINS, AMERICAN WOOLEN,
PACIFIC MILLS, DURHAM,
CELANESE, ERWIN—and many
others.

HOSIERY

ALBA, HUDSON, BERKSHIRE,
GOTHAM, NEBEL, TOWNWEAR,
KAYSER, CAMEO, MOJUD,
LARKWOOD—and many others.

OTHERS

TEXTILE PRODUCTS

CANNON, HANES, ARTLOOM,
CHATHAM, B.V.D., ANVIL BRAND—
and many others.

FURNITURE

DREXEL, KROEHLER, DAYSTROM,
HERITAGE, TOMLINSON, UNITED,
CRAFTIQUE, CONTINENTAL,
UNIQUE, MORGANTON, GLOBE—
and many others.

GENERAL ELECTRIC, WESTERN ELECTRIC, DUPONT, DUPLAN, RIEGAL, SPERRY, SYLVANIA, DAYTON RUBBER, FIRESTONE, UNION CARBIDE, CHLOROX, CHAMPION, MEAD, ECUSTA, CONTAINER CORP., GLOBE, VICK.

*ACCESSIBLE ISOLATION—used exclusively to describe North Carolina's nearness to markets, labor and materials and freedom from vulnerable congestion.



For a list of available sites and industrial buildings and other detailed information, communicate with PAUL KELLY, Department of Conservation and Development, Raleigh, N. C.

Free — NEW VACATION GUIDE

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Please send my free "Variety Vacationland."

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100 PAGES

200 PICTURES

Florida P&L Spotlights Investment Opportunities

A comprehensive, 215-page guide to investment opportunities in Florida is being sent to financiers throughout the nation by the Florida Power & Light Company.

The investors' guide to Florida places in a single package all the information a prospective investor would need about the state and its potentialities. It contains no advertising.

"The distribution of several thousand copies of this book fits in with our policy of trying to help ourselves by helping Florida grow," explained McGregor Smith, power company president. "We feel that every dollar of outside investment capital that can be attracted to Florida likely means the building of additional customers for our company.

"The first chapter, entitled 'Florida's Government Is Friendly To Business and Industry,' points out that Florida has never passed a punitive law directed at any business or industry, has no state income tax, no duplicate inheritance tax, no state tax on real property—is a pay-as-you-go state, conservative in spending the taxpayers' dollars."

The book is being sent to key officials of large banks, insurance companies and bond houses—the men who decide where the American investment dollar can best be placed to earn a reasonable return with a maximum of security.

An eye-catching cover tells at a glance the story of Florida's investment possibilities through a graph showing how the state's population has consistently doubled each 20 years. Consisting of facts and figures drawn from authoritative sources, the illustrated book blends industrial information with articles on such diverse subjects as Florida books and authors, history, places of interest, and how the state government functions.

Smith said the investors' guide was compiled independently by Allen Morris, whose "Florida Handbook" now is in its third edition and sixth year of publication.

school use as the standard reference work on the state.

Smith, who also is chairman of the State Industrial Development Council, explained that while a great deal has been done to advertise Florida's advantages to investors—both by the state and by private firms—"we still find that some financiers have erroneous impressions about our state.

"Of necessity, ordinary advertising campaigns must tell the story of our state in somewhat fragmentary fashion," he continued. "That is why we believe it will be helpful, both to prospective investors and to the state, to distribute this factual material in handy, complete and convenient form."

The power company head said he had often been surprised in contacts with northern and eastern financiers to find that many of them still held misconceptions about the Florida of today.

"Some of them still regard this state as the tinsel and glitter area it was during the boom of 25 years ago," Smith said. "Others cling to the mistaken belief that Florida is unbearably hot during the summer months, when as a matter of fact Miami has fewer days when the temperature goes above 90 than do New York or Chicago or Los Angeles."

Smith said the investors' guide "tells the Florida story in a positive, affirmative way, backed up by cold statistics which investment analysts are trained to read and interpret.

"Bankers and other financial experts are often suspicious of extravagantly glowing phrases. The statistical material in the guide will be especially appreciated by them," he explained.

In addition, there are numerous articles on various facets of Florida geography, economics and history.

"We believe these too will be helpful in getting financiers to actually visit Florida," concluded Smith. "We are convinced that if a security analyst can be persuaded to come to Florida and see the solid foundation of our present prosperity, he will be easy to sell on legitimate Florida investments."

Houston Port Commission Awards Wharf Contract

Contract for the construction of another new million dollar wharf at the Port of Houston—the third to be built since 1950—has been awarded by the Houston Port Commission.

The wharf, an open facility for the handling of bulk-type cargoes, will be 622 feet long and is expected to be completed within 11 months. It will be built at a cost of \$1,128,950 by Farnsworth and Chambers, Inc.

The other two docks built during the past two years are Wharf No. 9 at the head of the Turning Basin, a \$2,000,000 facility, and Wharf No. 16, an open-type dock, which is adjacent to the public grain elevator.

The new wharf will adjoin Wharf No. 9. All three are part of a \$32,000,000 port improvement and expansion program which began in 1948.

Item Marks 75th Anniversary With 184 Page Edition

Many persons in New Orleans probably are still reading the 75th Anniversary Edition of The Item published June 10.

The afternoon daily placed on its readers' doorsteps an 18-section paper relating the fabulous history of the Crescent City and showing the tremendous changes since its first issue in 1877.

The giant edition of 184 pages had many aspects of an historical novel.

Woodcuts by Lafcadio Hearn that appeared on its pages shortly after the paper was founded were reprinted. Articles by George Cable and other early writers were carried to picture New Orleans before the turn of the century.

Leaders in all fields in the community contributed articles. Readers submitted unpublished old pictures from personal scrap books. Veteran newsmen told of the big stories that had splashed across the Item's pages.

The June 10 publication called for a maximum effort on behalf of all Item employees. Special deadlines were set up. Many department heads and employees missed a night's sleep to get the heavy paper to press and delivered on time.

Copies were loaded aboard planes and boats for South American and other overseas points.

Work on "the 75th" began more than four months before the publication date.

Publisher David Stern called a conference with Editor George Chaplin, Business Manager Irvin M. Orner and other executives. Meetings were held at which ideas for sections, stories, pictures, layouts, guest articles, etc. were exchanged.

Secretaries kept notes. The result was a fat pamphlet which set forth deadlines, section titles and subtitles, and a long list of features considered necessary to give a rounded picture of 75 years of news coverage in New Orleans.

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CP&L Will Activate New Goldsboro Unit

Activation of a second 100,000-horsepower generating unit on June 20 was scheduled to double the capacity of Carolina Power & Light Company's generating plant at Goldsboro, N. C.

Actual electric output for the new unit will depend on its behavior under test, and extensive tests were conducted prior to June 20 to detect any "bugs" in the new machinery.

The Goldsboro plant is the largest in the CP&L system, whose total capability is 731,500 kilowatts or 980,000 horsepower. In August, however, the 130,000-horsepower Lumberton plant is due to exceed Goldsboro by adding a 100,000-horsepower unit.

"Since the Tide Water merger, Goldsboro is ideally situated as one of the chief power sources of our system," commented Louis V. Sutton, CP&L president.

Activation of the new unit was marked by a plant tour for newspapermen and radio newsmen of the area. During the newsmen's visit, the new unit was connected with the rest of the company system and brought to peak production.

The first unit of the Goldsboro plant was activated June 15, 1951, at formal dedication exercises. Construction began December 2, 1949.

Luscombe Airplane Corp. Continues Building Program

Work on the second phase of Luscombe Airplane Corporation's \$450,000 building program began at the Garland, Tex. plant of the Temco Aircraft Corporation subsidiary on June 16.

Four buildings, plus more than 18,000 square feet of paved apron areas, are included in the new work plans. Structures to be added are a paint shop, paint storage building, drop hammer and foundry building, and maintenance building.

At the same time, contractors are putting the finishing touches on the last of three buildings started at Luscombe earlier this year. The entire program is designed to increase by 80 per cent the available floor space at the aircraft factory.

Contract awards for the new construction have been announced by H. L. Howard, Luscombe president. Dollar amount of the contracts was not disclosed. Firms involved are:

Erwin-Newman Company, Houston, fabrication and erection of buildings. Building fabrication is already underway at Erwin-Newman's plant at Oklahoma City; erection is scheduled to begin about July 20.

Van & Long Construction Company, Dallas, concrete work. Foundations for all buildings, as well as the apron work, are included in this contract.

McClure Electric Company, Dallas, electric installation.

BIRMINGHAM DISTRICT Now the South's

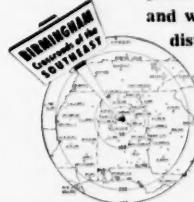
"Trucking Capital"



"No. 1 Gateway" to Alabama and the South is the designation given Birmingham by trucking associations. Through this natural Gateway, 68 truck lines—42 of which have headquarters here—give direct, fast scheduled service to the Nation's markets. They provide regular daily or overnight truckload and less-than-truckload service and also make direct deliveries to principal cities in the South, East and Midwest. Their equipment comprises every type required for general commodity and specialized operations.

Out of Birmingham to major market centers, Birmingham's truck lines transport a large tonnage of this district's finished products—textiles, iron and steel articles, chemicals, food products, marble, and many more. Into large storage warehouses in this geographic center of the South, they bring from many sections of the country a wide variety of products for distribution throughout Southern markets.

Birmingham's extensive motor carrier facilities have been a prime consideration with many of the industries and warehouses that have located recently in this district.



For specific rate information or other data on trucking service into or out of Birmingham, write this Committee.

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Bethford C. Colcord President Woodard Iron Co.	W. W. French, Jr. President Mobile Hardware Hardware Co.	Thomas W. Martin Chairman of the Board Alabama Power Co.	Marvin H. Sterns Sterns, Agee & Loeb
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Donald Connor Chairman of the Executive Committee Aviation Hill	W. H. Hoover President		

WHO'S WHERE

Promotions of three **Southern States Iron Roofing Company** officials have been announced by J. W. McIntire, executive vice president of the company.

Victor L. Johnson has been advanced from building materials product manager to director of purchases.

Jule Petris, office manager, replaces Johnson as product manager.

Francis Dasher becomes office manager.

Johnson has been with Southern States since the fall of 1950. Prior to that he was sales manager for the General Plywood Corporation, which he joined in 1946 after his retirement as colonel from the U. S. Army.

Petris started at SSirco 14 years ago as office boy and had advanced to cost clerk when he went into the Army in 1943. After serving three years, he returned to SSirco as a salesman. He was made office manager of the sales department in June 1950.

Dasher joined Southern States in 1944 as assistant timekeeper and stock clerk. Later he became assistant manager of the Savannah, Ga. branch and prior to his present appointment he was assistant manager of export sales.

The appointment of **Fred R. Haeuser**, Jr. as Regional Representative Industrial

Sales for the **New Orleans Office** was recently announced by I. P. Macauley, Vice President in charge of regional sales.

Reynolds Metals Company, Louisville, Kentucky.

Mr. Haeuser is a true native of New Orleans. After finishing high school in New Orleans, he attended Tulane University 1942-45, and Louisiana State University at Baton Rouge, 1946-49, receiving a B.S. in Mechanical Engineering and doing graduate work in business administration.

Before joining Reynolds Metals in December, 1951, he was with Ford Motor Company at Dearborn, Michigan, doing layout design for Ford buses; and as Industrial Equipment Salesman for William F. Surgi Equipment Corp., New Orleans.

According to an announcement by R. B. Jobb, assistant to the vice president of the Atlantic Coast Line Railroad Co., effective June 1, 1952, **Mr. Chilton Roberts** is appointed General Industrial Agent with office at Boston, Mass.

C. N. Wallace, Jr. has been appointed manager of Stevens Manufacturing Research it was announced recently by R. G. Emery, Executive Vice President of **J. P. Stevens & Co., Inc.** Mr. Wallace succeeds A. E. Winslow who recently resigned to accept a position with Hartford Machine Screw Company.

The Central Training Department, of which Mr. Wallace is Director, will be moved to quarters adjacent to Manufacturing Research.

George J. Hannes, research analyst in the distribution research department of **Libbey-Owens-Ford Glass Company**, has been named administrative assistant to **Herbert A. Fox**, technical manager of the Fiber Glass Division at Parkersburg, W. Va.

The promotion was announced by J. M. Johns, general manager of the division, who said Mr. Hannes was selected for the assignment because of his background in both business administration and engineering, and his research work.

Appointment of **Daniel J. Nadolski** as manager of the Birmingham, Alabama sales office has been announced by Thomas Hancock, vice president in charge of sales for **The Trane Company**, La Crosse, Wisconsin, manufacturers of air conditioning, heating and ventilating equipment.

Nadolski was formerly associated with the St. Louis office of the company.

Bernard E. Gray, President of **The Asphalt Institute**, has announced the promotion of **George H. Dent** to the post of Division Engineer, with supervisory duties over Division I of the Institute's Field Engineering Staff. His office con-

tinues at Mills Building, Washington 6, D. C.

Division I includes New England, the balance of the Atlantic Seaboard, and the states of Tennessee, Alabama, Mississippi and Louisiana. This territory is serviced by five District Offices, staffed by Institute Engineers in Boston, New York, Washington, Atlanta and New Orleans.

Mr. Dent, who has directed local Institute engineering activities in his district from headquarters in Washington, D. C. since his appointment in 1941, is the senior engineer in point of service of the entire field engineering staff. He is a member of the Highway Research Board (Associate), the American Society for Testing Materials, the Association of Asphalt Paving Technologists, the Society of American Military Engineers, the National Society of Professional Engineers, and the Engineers Club of Baltimore.

Seven regional industrial sales managers have been named by **Minneapolis-Honeywell Regulator Company**. The regional post is new and is part of move to give industrial field men more responsibility, the company announced.

Those appointed and the regions in which each will have charge are: **Jack E. MacConville**, the Southeast with headquarters in Atlanta; Alfred J. McCullough, the Central region with headquarters in Cleveland; Howard L. Marston, the Northwest with headquarters in Minneapolis; **Robert L. Mallory**, the Southwest with headquarters in Dallas; Robert B. Grant, the Pacific and Mountain region with headquarters in Los Angeles, and Lester W. Williams, the Pacific Northwest with headquarters in Portland.

The appointment of John A. Robinson for the Eastern and Mid-Atlantic regions was announced recently.

Carl Jewell, general freight agent of **The Nashville, Chattanooga & St. Louis Railway**, has announced the following appointment, effective July 1: **Charles A. Nick** is named freight traffic agent, 444 Board of Trade Building, Kansas City, Mo. Mr. Nick will report to Elmo Adams, general agent at Kansas City, Mo.

Paul Miller Moves To Roanoke Chamber

Paul W. Miller, assistant to Frank Shaw, Industrial Secretary of the Atlanta Georgia Chamber of Commerce, is moving to Roanoke, Virginia to take over the post of Industrial Secretary of the Chamber of Commerce there.

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Florida State Chamber Calls Industrial Conference

The Florida State Chamber of Commerce has called a state-wide industrial conference with the cooperation of allied groups and interests to be held in the auditorium of International Minerals & Chemical Corp., Bartow, July 23.

Termed by Doyle E. Carlton, State Chamber president, as one of the most important conferences of the year, the program will feature outstanding leaders in various business and professional categories, in a broad discussion of Florida's industrial future.

The program will be conducted in a series of discussions aimed to aid established industries, attract new industries and the further utilization of natural resources.

W. W. Wolff of St. Petersburg, chairman of the Chamber's industrial division, will preside at the sessions starting at 10 a.m. when reports of sub-committees, state agencies and allied groups will be heard.

Highlighting the session will be a panel discussion on the problem of expanding the program to attract new industries and as a guide for future activities toward stabilizing Florida's economy on a year-round basis.

Other organizations and agencies participating in the conference are the Florida State Bankers' Association's industrial committee; Florida Industrial Development Council; Florida State Improvement Commission; State Advertising Commission; University of Florida and College of Business Administration, and College of Engineering; Florida Industrial Commission; Florida Geological Survey, and U. S. Small Defense Plants Administration. Officers and industrial board executives of city and county chambers of commerce are also invited to attend. It is expected more than 100 will be present.

Reichhold Establishes New Division at Jacksonville

Henry H. Reichhold, Chairman of the Board of Reichhold Chemicals, Inc., announced recently the establishment of a new South Atlantic Division at Jacksonville, Florida, heralding an entrance into a new field—cellulose chemistry—which he feels is as capable of successful exploitation as the coal tar and petroleum chemistry fields in which his company has long been active.

This brings to ten the number of Reichhold Chemical plants in the United States, and 28 the number throughout the world. Opening of the new division is part of an over-all expansion of the firm to bring manufacturing units nearer sources of supply and to new customers in the paint, plywood, paper, furniture and foundry industries of the South. Annual sales of synthetic resins and allied chemicals by RCI last year reached \$100,000,000.

Jacksonville, according to Mr. Reichhold, was selected as the site for the new division because it is also a naval stores center, making it a logical spot at which to carry on current Reichhold research into terpene derivatives. In addition, this further expansion in the South will eventually relieve the pressure on Reichhold production facilities at Tuscaloosa, Ala., and Charlotte, N. C., which are supplying resin adhesives and paper processing resins to the South's plywood, furniture and paper industries. Jacksonville will also furnish a base of operations for the company's contemplated push into Cuba and Puerto Rico which Mr. Reich-

hold regards as important potential markets in the immediate future.

In addition to sales offices, present Reichhold facilities at Jacksonville include complete technical service, research and development laboratories, as well as pilot plant equipment. General Manager of the new division is R. B. Fellows, formerly Sales Manager of RCI's Southern Division at Tuscaloosa. He will be assisted by Ralph Johnson and Harry Crofton, transferred from Reichhold's Eastern Division at Elizabeth, N. J. Mr. Fellows is being succeeded as Sales Manager at Tuscaloosa by T. P. Shumaker.

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limited lengths for **PIONEER** Buildings.

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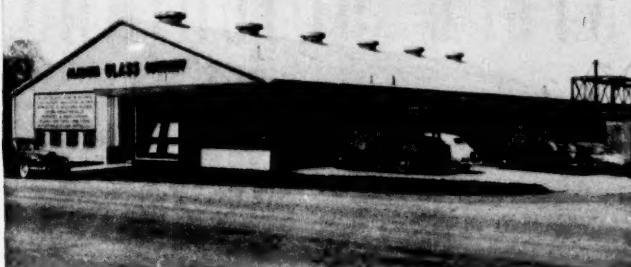
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FINANCIAL NOTES

Peter Colefax, president of **American Potash & Chemical Corporation**, has announced that a special stockholders meeting of the corporation has been called for July 10, 1952 to approve the purchase by the corporation for retirement of 120,000 shares of its Class A and Class B common stocks from **Mathieson Chemical Corporation** at a price of \$40 per share.

Colefax stated that, contingent upon the stockholders of the American Potash & Chemical Corporation approving this acquisition, Lehman Brothers will purchase for investment, as principal and agent, the remaining 17,225 shares of American Potash & Chemical Corporation held by Mathieson at the same price. If the arrangement is consummated, the total outstanding shares of common stock of American Potash & Chemical Corporation would be reduced from 528,390 shares to 408,390 shares, a reduction of 22.7 per cent.

American Potash & Chemical Corporation has arranged to borrow \$4,800,000 on a five-year note to provide immediate cash for the purchase of the 120,000 shares.

Mr. Alexander E. Duncan, Chairman of the Board of Directors of **Commercial Credit Company**, announced recently that at the Special Meeting of Stock-

holders held at Wilmington, Delaware, on June 27, an amendment to the Certificate of Incorporation was approved increasing from 3,000,000 to 6,000,000 the number of authorized shares of Common Stock. The share for share stock distribution voted by the Board of Directors on May 15, 1952, was made to the Stockholders of record at the close of business on July 1, 1952, and the stock certificates representing the distribution shares will be mailed to the Stockholders on July 29, 1952, by The Chase National Bank of the City of New York, Transfer Agent.

Chairman John E. Rovensky of the **American Car and Foundry Company** announced at the regular monthly meeting of the Board of Directors that the auditors report shows the consolidated net earnings of the Company for the fiscal year ended April 30, 1952 after taxes and reserves to be \$7,202,164.74. The previous year's earnings amounted to \$2,675,913.69.

The Board of Directors declared a dividend of \$3.00 per share upon the common stock presently outstanding payable in four installments of 75 cents per share, payable respectively, (1) on July 15, 1952 to stockholders of record at the close of business July 3, 1952; (2) on October 15, 1952 to stockholders of record at the close of business October 3, 1952; (3) on January 15, 1953 to stock-

holders of record at the close of business January 2, 1953 and (4) on April 15, 1953 to stockholders of record at the close of business April 3, 1953.

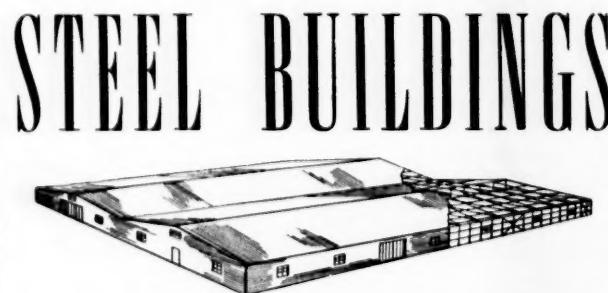
The Board of Directors also declared a 10% stock dividend (one share for each ten shares held), on the common stock payable September 25, 1952 to stockholders of record September 5, 1952. This stock dividend is subject to the approval by the stockholders at the Annual Meeting to be held on August 28, 1952, of the proposal to increase the authorized shares of Common Stock.

The Board of Directors also recommended the change and increase of the authorized common stock of the Company from 600,000 no par value shares to one million shares of par value of \$25.00 each. Of this increase, 60,000 shares would be used in the payment of the aforementioned stock dividend and the balance of 340,000 shares would be available for the acquisition of properties or companies in the diversification program of the Company or other purposes.

Mr. E. A. Yates, Chairman of the Board of **The Southern Company**, announced that the Board of Directors of that company, at a meeting held at Atlanta, Georgia, on June 16, declared the regular quarterly dividend of 20¢ per share on common stock, payable on September 6, 1952 to stockholders of record at the close of business on August 4, 1952.

The Baltimore and Ohio, on June 26, reported a net income of \$9,708,318 for the first five months of this year. This was an increase of \$3,940,308 over the same period of 1951. For the five months of the current year, railway operating revenues were up \$4,286,819 above the same period of 1951. Railway tax accruals for the five months of 1952 totaled \$14,310,149, which was \$4,600,000 greater than the net for the same period.

For May 1952 the B & O reported a net income of \$2,511,043, despite a decrease of \$1,602,978 in operating revenues. The May net reflected the freight rate increase which became effective on the second of the month.



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Greenville News Publishing Southern Textile Edition

The Greenville News, Greenville, S. C., will publish their 17th Southern Textile Edition Sunday, October 5, 1952, dedicated to the Southern Textile Exposition to be held in Greenville October 6-11.

The history of textiles will be told in picture and news stories, exploiting the progress of the Greater Piedmont Section. This is without any question one of the most impressive papers we publish on textiles. A representation of textile mills and its allied industries will be carried in this special section.

Ryerson Holds Open House At Enlarged St. Louis Plant

Some 2600 customers, friends, and well-wishers visited the St. Louis plant, 5 Clinton Street, of Joseph T. Ryerson & Son, Inc., steel distributors, on Friday, June 13, when the company held Open House in celebration of the completion of a large addition to its steel service facilities. Following a tour of the plant dinner and refreshments were served.

Employees and their families numbering about 600 were entertained at a special luncheon on Saturday.

John M. Acee, plant manager, was host at the big affair. Company officials on hand to welcome guests included C. L. Hardy, president, Harold B. Ressler, chairman of the executive committee who first managed the St. Louis plant from 1914 to 1929, Ainslie Y. Sawyer, William Seymour, Jr., and T. Z. Hayward, vice presidents, and T. G. Miller, secretary. A. M. Ryerson, a director of the company, and R. C. Ross, former vice president and now retired, also attended. Division and department heads were stationed at displays and principal points of interest along the route traveled by visitors, describing the different products and operations and explaining the methods employed to deliver all kinds of steel quickly from stock.

The addition to the plant which prompted the Open House celebration was begun in March, 1951. It consists of three spans, all heated and completely crane served, providing 50,000 square feet of additional warehouse space. Total plant and office space of the enlarged plant is now approximately 161,000 square feet.

The new space is used for sheet steel warehousing and cutting facilities, and for stocking alloy and stainless steels including special aircraft alloys and stainless steel used by the firm's customers who are doing defense work.

New equipment now in operation includes a 200 horsepower high speed friction saw, the most powerful in any steel warehouse between Chicago and the West Coast, a fast cutting plate shear equipped with special handling devices, and an electric eye plate burning machine. The latter machine, the first to be installed in a steel warehouse in this area, permits more complicated and intricate plate cutting for defense work as well as to take care of essential civilian requirements. New hack saws, scales, racks and other fixtures complete the equipment modernization program.

C&P Telephone Company To Expand Facilities

Expenditures of \$4,347,000 for the improvement and expansion of telephone facilities to meet growing communications needs in Maryland were authorized recently by the board of directors of the Chesapeake and Potomac Telephone

Company of Baltimore City.

These expenditures bring the total approved for new telephone construction in the state thus far this year to \$12,412,000.

The major portion of the total approved was \$3,558,000 which will be allocated to a large number of projects involving expenditures for the construction and replacement of telephone plant in Maryland during the third quarter of 1952.

The largest single appropriation was \$407,000 for the expansion of toll circuits from Baltimore and Washington to Western Maryland. The project involves the placing of 11½ miles of aerial and underground cable and 50 poles and associated equipment to provide additional circuits on toll routes from Baltimore and Washington through Frederick, Hagerstown, Clear Spring and Cumberland to Oakland and branches to Martinsburg and Piedmont, West Virginia.

A total of \$254,000 was approved for the expansion of facilities serving the National Institutes of Health near Bethesda and David Taylor Model Basin at Carderock.

An expenditure of \$19,500 was authorized for underground and aerial cable extensions in the Hamilton-Clifton central office area in Baltimore.

Installation of additional aerial cable facilities in the Idlewood area and Towsontown-Valley exchange was approved at a cost of \$9,700 and \$8,400 respectively.

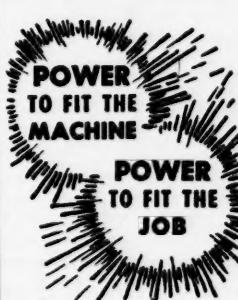
Texas Eastern To Sink New Offshore Well

H. A. Hemphill, president, Texas Eastern Production Corporation, announced June 29 that the company is preparing to begin drilling a new offshore well within the next several days on their lease approximately 20 miles southwest of Galveston and some seven and one-half miles off the coast of Galveston Island in the Gulf of Mexico. According to the announcement, the well, projected to a vertical depth of approximately 6,000 feet, will be drilled as a directional hole to the southeast in an effort to define more definitely the location and extent of the natural gas reserves underlying the company's 11,070-acre offshore block.

Mr. Hemphill stated that it is hoped that this well will substantiate natural gas reserves of a magnitude and potential deliverability sufficient to justify the construction of an offshore pipeline to market the gas.

Due to the short term leases and the deterioration of the platform that was constructed in 1949, Texas Eastern Production Corporation applied to the U.S. Department of the Interior and was recently granted approval for the drilling of and production from this offshore test. After obtaining this permit, bids were received and a drilling contract was awarded to the Salt Dome Production Company of Houston.

WISCONSIN-Powered Joint Cleaner Helps Prepare WRINKLE-FREE Runways



Powered by a 13 hp. Model TF 2-cylinder Wisconsin Heavy-Duty Air-Cooled Engine, this Model "G" Tennant joint cleaner, manufactured by the G. H. Tennant Co., Minneapolis, Minn., prepares airport pavement joints for re-sealing. The machine routes out shrunken old seal, pebbles and dirt, refacing side-walls at the same time. Helping to prepare smooth, "wrinkle-free" runways is another typical power service application in which Wisconsin Air-Cooled Engines fit both the machine and the job. You can't do better than to specify "Wisconsin" for any purpose that requires dependable engine power within a 3 to 30 hp. range.



BUSINESS NOTES

Donald J. Devereaux resigned as General Manager of the Stove and Heater Division of **Nesco, Inc.**, effective July 1, 1952. Mr. Devereaux is going into the Manufacturing Agency business in the Southeastern States, with headquarters in Sarasota, Florida. In the future he will be operating as **Don Devereaux & Associates**.

James F. Ballard has been appointed manager of the Phillips' Milk of Magnesia manufacturing operations at Gulfport, Miss., according to recent announcement by O. W. Ergenzinger, vice president of **Sterling Drug Inc.**, in charge of The Chas. H. Phillips Co. Division.

Mr. Ballard has been assistant manager of the Phillips' plant at Gulfport since 1947. He joined the Sterling organization in 1946.

Mr. Ballard's family has long been identified with the drug business. He is a grandson of James F. Ballard of St. Louis, founder of James F. Ballard, Inc., manufacturers of Campho-Phenique, well-known antiseptic and other packaged medicines and household articles. Sterling acquired the Ballard business in 1944 and today manufactures Campho-Phenique at Monticello, Ill., with distribution through the sales staff of Sterling's Centaur-Caldwell division.

J. S. Ure has been appointed General Credit Manager of **Joseph T. Ryerson & Son, Inc.**, nation-wide distributor of steel products operating steel-service plants in 15 cities over the country. It has been announced by M. A. Miller, treasurer. He will be responsible for coordination of credit policies at all plants, and will continue as manager of the Credit Department, Chicago plant, a post he has

held since his transfer from St. Louis in 1946 where he was credit manager for nine years.

Mr. Ure started with the company at its New York plant in 1927 and was assistant credit manager there at the time of his transfer to St. Louis in 1937. While at St. Louis he also served as office manager.

Kewanee Boiler Corporation and **Ross Heater & Manufacturing Co., Inc.**, two divisions of **American Radiator & Standard Sanitary Corporation**, have combined to form a new company, **Kewanee-Ross Corporation**, effective June 30th. Announcement was made by Theodore E. Mueller, president of American Radiator & Standard Sanitary Corporation, parent company of the newly formed subsidiary.

Kewanee has long been known as a leading manufacturer of steel heating and power boilers, with main offices and works at Kewanee, Ill., and an eastern plant at Lebanon, Pa.

Ross, a recognized leader in the manufacture of shell and tube heat exchangers, surface condensers and allied equipment, has its executive offices and plant in Buffalo, N. Y.

Both units of Kewanee-Ross Corporation will continue to operate as before, maintaining their respective plant locations, sales offices and representatives. However, the unification of the management, personnel and facilities of the two firms will provide a substantially broader scope of operations than was possible heretofore, enabling a wide range of related products and services.

counsel of the corporation since 1947, and in his new capacity as vice president also will continue as general counsel. Mr. Edwards has been associated with International Minerals since 1929, serving as manager of the tax department and assistant secretary of the corporation.

George W. McCleary has been appointed Sales Promotion Manager of the Olin Cellophane Division of **Ecusta Paper Corporation**, subsidiary of **Olin Industries, Inc.**, it was announced July 2 by James L. Spencer, Sales Manager.

Mr. McCleary was previously on the advertising staff of the Curtis Publishing Company, and with the merchandising department of Hearst magazines.

Sales headquarters of the Olin Cellophane Division is at 655 Madison Avenue, New York City.

The Yale & Towne Manufacturing Company has entered into a contract to purchase the **American Sintered Alloys, Inc.** of Bethel, Conn., in exchange for Yale & Towne stock, it was announced recently by **Gilbert W. Chapman**, Yale & Towne president.

American Sintered Alloys, Inc. manufactures sintered powdered metals products which are used principally as components in the end products of other manufacturers, including Yale & Towne.

Yale & Towne plans to operate ASA as another of its manufacturing divisions and to continue the sale of sintered metal components to other manufac-

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Thomas M. Ware and **Edward D. McDougal, Jr.**, have been elected vice presidents, and **C. M. Edwards** was elected secretary of **International Minerals & Chemical Corporation**, at a meeting of the board of directors, according to announcement by Louis Ware, president.

Thomas Ware has been chief engineer of the corporation since 1949 and in his new capacity will be vice president in charge of the engineering division. He is a son of Mr. Louis Ware. Mr. McDougal has been secretary and general

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Olin Appoints O'Connell To Administrative Post

John M. Olin, President of Olin Industries, Inc., announced the appointment of Walter F. O'Connell as assistant to John W. Hanes, vice president for southern operations of Olin Industries, in the administration of Ecusta Paper, Olin Cellophane and Forest Products Divisions.

O'Connell, a director of Interstate Natural Gas Company, formerly operated his own tax and financial consulting firm in Greensboro, N. C., devoting considerable of his time to southern operations of Olin Industries. He was previously a partner in the firm of A. M. Pullen and Company, Certified Public Accountants, Greensboro, N. C.

O'Connell will make his headquarters at Olin's New York executive offices, 570 Lexington Avenue.

NEW PLANTS

(Continued from page 14)

ASHLAND — Board of Supervisors plans voting \$80,000 bond issue for garment manufacturing plant, to be occupied by Ashland Manufacturing Co.

BROOKHAVEN — City, Jewel Campbell, Mayor, to construct plant for Johnston Lawn Mower Corp., John E. Turner, 201-202 Medical Bldg., Archt.

CALHOON CITY — Mayor and Board of Aldermen, erecting 1-story addition to factory building for Calhoun Garment Co., \$41,000. Frank Kincannon, Glasgow Bldg., Tupelo, Archt.

GREENVILLE — Mayor and City Council to construct \$1,000,000 plant, to be used to Greenville Mills, Inc. Mallett & Assoc., 416½ E. Amite St. Jackson, Engrs.-Archts.

GULFPORT — Deere & Co. plans new plant; cost \$17,000,000 when completed.

MC COMB — Croft Steel Products, Inc., plans \$150,000 manufacturing plant.

MERIDIAN — City Council, Hill R. Healeen, Mayor, plans sewer pipe manufacturing plant to be leased by City to Dickey-Clay Mfg. Co.; cost approx. \$1,650,000. Alfred Benberg, 4550 Main St., Kansas City, Mo., Archt-Engn.

OXFORD — Mid-Valley Pipeline Co., Longview, Tex., plan warehouse.

PACIFIC FLA — Industrial Air Products Co. has DPA approval for expansion of facilities \$207,668.

VICKSBURG — Westinghouse Electric Corp. plans multi-million dollar plant on 55-acre site.

WEST POINT — The Babcock & Wilcox Co. had DPA approval for expansion of facilities, \$1,368,500.

YAZOO CITY — The National Chemical Co., \$7,200,000 ammonium nitrate plant.

MISSOURI

JOPLIN — Shelton Mining Co., Inc., has \$80,000 RFP loan.

INDEPENDENCE — Allis-Chalmers Manufacturing Co., Tractor Div., Kansas City, plan building two miles South of Independence. Sharp and Simon, 12th & Walnut St. Bldg., Kansas City, Archts.

MAPLEWOOD — Sunnen Products Co., 7910 Manchester, office building addition, cost approx. \$100,000. Edward J. Lawler, 7637 Dahl Ave., Pleasant Heights, Archt.

ST. LOUIS — Be-Mac Transportation, Inc., 1316 N. 14th St. office building, dock, garage and service station, N. Broadway & Calvary, Svl. G. Schmidt & Assoc., Railway Exchange Bldg., Archt-Engrs.

ST. LOUIS — Flori Pipe Co., 601 Red Bud Ave., \$35,000 factory, 62 Red Bud Ave.

ST. LOUIS — Southwestern Bell Telephone Co., G. J. Vande Steeg, Chrm. Engr., 1010 Pine St., alterations and additions Olive St. Toll Exchange. Clarence E. Overbeck, Archt.

NORTH CAROLINA

NORTH CAROLINA — Atlantic & North Carolina Railroad Co. has DPA approval of \$243,404 for expansion.

NORTH CAROLINA — Continental Can Co. has option on approx. 270,000 acres land in Eastern N. C.

ASHEBORO — Ross, Inc., Julia Ross, Lambert, plans new building. John J. Croft, Asheboro, Archt.

CARRBORO — J. B. Goldston has RFC loan of \$75,000.

CHARLOTTE — Horne-Wilson, Inc., J. H. Martin, Mgr., 314 W. 1st St., offices and warehouse, 1200 block N. Tryon St., est. cost \$300,000. James A. Wilson, Archt.

CHARLOTTE — Singer Sewing Machine Co. plan \$300,000 building.

GASTONIA — Central Yarn & Dyeing Co. expansion program underway on production and research facilities, cost approx. \$250,000.

GOLD HILL — General Smelting & Refining Co., \$250,000 closed corporation formed to expand and redevelop old mining properties at Gold Hill, may build local smelter.

LAURINBURG — McNair Investment Co. seed warehouse, cost approx. \$104,000.

LINCOLNTON — Southern Bell Telephone & Telegraph Co. plans dial and toll office, Armistead & Saugus, Candier Bldg., Atlanta, Ga., Archts.

LAUREL — Westinghouse Electric Corp., J. M. Wallace Mgr., Meter Div., plans multi-million dollar electric meter plant.

ROCKY MOUNT — Eastern Storage Corp. DPA granted \$91,000 certificate of necessity.

SPRAY — Carbide & Carbon Chemical, sub. of Union Carbide, has NPA approval for allotment of material for new plant, est. cost approx. \$24,600.

SWANNAKA — Oerlikon Tool & Arms Corporation Lt. Gen. K. B. Wolfe, Pres., five buildings, cost approx. \$3,000,000.

WILMINGTON — Carolina Power & Light Co. plans 134,000 h.p. steam-electric generating unit.

WINSTON-SALEM — Old Town Telephone System, Inc., has REA loan of \$250,000 for improving and expanding rural service in Forsyth and Stokes counties.

OKLAHOMA

OKLAHOMA — Sinclair Pipe Line Co. has DPA approval for pipe line from Drumright, Okla., to East Chicago, Ind.; \$27,041,520.

CHICKASHA — W. W. Gentry, Gentry Body & Trailer Co., has \$20,000 RFP loan.

CHOTEAU — Midwest Carbide Corp., Thomas F. Westen, Vice-Pres. & Gen. Mgr., Keokuk, Iowa, granted Certificate of Necessity for plant, \$2,027,000.

TULSA — Warner Lewis Co. has RFC loan of \$103,000.

SOUTH CAROLINA

SOUTH CAROLINA — National Production Authority allotted materials for industrial construction during third quarter of 1952 to following firms: E. I. DuPont de Nemours & Co., Camden, textiles, \$39,500,000; Norris Cotton Mills, Catawba, broadwoven piece goods, \$22,237.

SOUTH CAROLINA — National Production Authority allotted materials for industrial construction during third quarter of 1952 to following firms: Carolina Giant Cement Co., Harleyville, cement, \$4,671,310; Palmetto Quarries Co., Pittsburgh, crushed stone, \$600,000; Continental Copper and Steel, Dunbarton, stainless piping, \$56,000; International Paper Co., Georgetown, pulp and paper, \$3,203,959.

SOUTH CAROLINA — National Production Authority allotted materials for continuation of projects already begun by following firms: Celanese Corporation of America, Rock Hill, acetic acid, \$68,500 and acetate yarn, \$876,000; Owens Corning Fiberglass Corp., Anderson, glass, yarn, \$9,860,000; Reeves Brothers, Inc., Bishopville, textile fabrics, \$2,348,750.

BEAUFORT — Textron Southern, Inc., wholly-owned subsidiary of Textron, Inc., has acquired rayon-weaving plant of Peerless Co., Inc.

COLUMBIA — Jeff Hunt Machinery Co. sales office and service plant, Robert H. Longstreet, Greenville, Archt.

COLUMBIA — South Carolina Electric and Gas Co., \$250,000 electric transmission line bet. Beaufort and Yemassee.

COLUMBIA — South Carolina Natural Gas Co., plans 160 mile transmission system, \$5,000,000.

GREAT FALLS — H. C. Carter, Greensboro, N. C., Vice-Pres. J. P. Stevens & Co. plans million dollar expansion program of new dye plant, Republic Mills.

GREENVILLE — Jeff Hunt Machinery Co., Columbia, sales office and service plant, Robert H. Longstreet, 3 West Plaza, Greenville, Archt.

HARTSVILLE — Hartsville Manufacturing Co., building addition \$34,900, Bowles & Meacham, Inc., Charlotte, N. C., Archts.

(Continued on page 60)



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NEW PLANTS

(Continued from page 59)

MONCKS CORNER—South Carolina Public Service Authority power plant building superstructure, facilities and mechanical equipment installation. Contr. No. 52.

PICKENS—Pickens Hardwood Flooring Co. has allocation of materials by NPA for continuation of work begun, \$175,500.

SIMPSONVILLE—Home Telephone Co. of Simpsonville, additional telephone lines in Greenville and Laurens Counties.

TENNESSEE

TENNESSEE—National Production Authority allotted materials for continuation of projects already begun by following firms: Aluminum Company of America, Alcoa, aluminum foil, \$1,650,000; General Portland Cement Co., N. W. Chattanooga, cement, \$100,000; Arco Corp., Memphis, chemicals, \$1,572,000; Davison Chemical Corp., Nashville, home-mixed fertilizer, \$90,000; E. I. duPont de Nemours & Co., Woodstock, chemicals, \$6,500,000, \$6,000,000, and \$3,175,000; E. I. duPont de Nemours & Co., Columbia, chemicals, \$1,900,000; Quaker Oats Co., Memphis, furniture, \$1,000,000; Ralston Purina Co., Kingsport, cellulose esters, \$6,196,500; Ferro Corp., Nashville, glass fibers, \$400,000; Union Carbide & Carbon Corp., Columbia, carbon and graphite, \$16,528,000; Mead Corp., Kingsport, pulp and paper, \$4,258,000; Rexford Paper Co., Irwin, water-proof barriers, \$826,100.

TENNESSEE—National Production Authority allotted materials for industrial construction during third quarter of 1952 to following firms: Arco Manufacturing Corp., Nashville, B-47 assemblies, \$139,284; Aluminum Company of America, Alcoa, aluminum pig, \$6,440,000, aluminum powder and paste, \$12,280, aluminum sheet ingot, \$625,000, aluminum sheet and foil, \$60,400, and aircraft aluminum sheet, \$60,000; American Cyanamid Co., Jackson, aluminum foil, \$3,500,000; Marquette Cement Manufacturing Co., Nashville, cement, \$104,000; Penn-Dixie Cement Corp., Kingsport, cement, \$526,000; Tennessee

see Products & Chemical Corp., Chattanooga, perlite lightweight aggregate, \$125,000; Union Realty Co., Memphis, prefabricated houses, \$80,000; Quaker Oats Co., Memphis, alcohol, \$574,300; Tennessee Eastman Co., Kingsport, plastic, \$33,320; J & J Corrugated Box Co., Elizabethton, corrugated fiberboard boxes, \$850,000; Graybar Electric Co., Chattanooga, electric equipment, \$129,600; Combustion Engineering, Superheater, Inc., Chattanooga, superheaters, \$11,000, and power boiler components, \$4,494,300; Flint Steel Corp., Memphis, pressure tanks, \$76,000; E. L. Bruce Co., Nashville, hardwood flooring, \$1,067,000; Blue Ridge Glass Corp., Elizabethton, flat-ribbed, annealed glass, \$272,000; Firestone Tire & Rubber Co., Memphis, glass cells for airplanes, \$358,669; Firestone Tire & Rubber Co., Lebanon, tire cord fabric, \$2,973,000.

TENNESSEE—National Production Authority allotted materials for continuation of projects already begun by following firms: Kimberly-Clark Corp., Memphis, crepe madding, \$630,000; American Enka Corp., Lowland, high tenacity rayon yarn, \$10,769,500.

Tennessee Gas Transmission Company plans 107 miles of pipeline in parts of Texas, Louisiana, Kentucky, Ohio and Pennsylvania, parallel to existing system; also seeks authority to build new facilities from South to U.S. Canadian border; cost, \$44,000,000.

CHARLESTON—Bowater Paper Corp., site preparation underway for newsprint manufacturing plant, est. cost \$52,000,000; J. E. Shrirne Co., Greenville, S. C., Engrs-Archts.

CHATTANOOGA—Combustion Engineering-Superheater, Inc., 150,000 sq. ft. addition.

CHATTANOOGA—E. I. duPont de Nemours & Co. has NPA approval for industrial construction, \$785,000.

CHATTANOOGA—General Shale Products Corp., Johnson City, plans replacing Key-James Brick Co. plant recently destroyed by fire.

CHATTANOOGA—Koehring Co., Milwaukee, Wis., plans \$1,000,000 expenditure to put property in operation.

CHATTANOOGA—Tennessee Products & Chemical Corp. has DPA approval for expansion of facilities, \$217,132.

CHATTANOOGA—The Wheland Co. has \$300,000 RFC loan.

ELIZABETHTON—Monadnock Paper Mills, Inc., Henry Beckingham, Vice-Pres., Bennington, N. H., \$30,000,000 paper plant.

ELIZABETHTON—Textron, Inc., has abandoned plans for nylon tricot knitting mill.

GALLATIN—Yale & Towne Manufacturing Co., Gilbert W. Chapman, Pres., acquired tract of land for plant.

JOHNSON CITY—Accurate Machine Products Corp. has \$30,000 RFC loan.

JOHNSON CITY—Gordon's, Inc., has \$50,000 RFC loan.

KNOXVILLE—Highway Transport, Inc., has \$25,000 RFC loan.

KNOXVILLE—Robertshaw-Fulton Controls Co. has DPA approval for expansion of facilities, \$200,800.

MILLINGTON—Millington Telephone Co., B. L. Howell, Mgr., central office building, garage and warehouse, Walter W. Ahlschlag, Archt.

MANCHESTER—The Star Union Co. of Tennessee, Inc., plan additional building.

MEMPHIS—Buckeye Cotton Oil Co. plans research and development laboratory.

MEMPHIS—Cook & Co., Inc., building alterations, S.W. cor. Second & Gayoso.

MEMPHIS—Farrel-Calhoun Co., remodeling building, \$40,000.

MEMPHIS—Chuck Hutton plans sales and shop building, Eason, Anthony, McKinnie & Cox, Sterick Bldg., Archt.

MEMPHIS—Pidgeon-Thomas Iron Co., plan warehouse, E. L. Harrison, 81 Madison Bldg., Archt.

MEMPHIS—Rollin-Wilson Co. plans factory addition.

MEMPHIS—Union Realty Co. has NPA approval for two storage buildings, \$206,000 and \$164,450.

NASHVILLE—Crosley Division-Avco Manufacturing Corp., has DPA approval for expansion of facilities, \$140,000.

NASHVILLE—Mid-State Steel & Roofing Co. has NPA approval for \$152,500 warehouse.

NASHVILLE—Shell Oil Co. has DPA approval for petroleum storage, \$106,000.

NASHVILLE—Tennessee Aircraft, Inc., has RFC loan of \$350,000 for purchase of equipment and additional working capital.

NASHVILLE—Thompson & Green Machine Co., Inc., has DPA approval for machine service shop, \$135,000.

SWEETWATER—City approved \$500,000 bond issue for industrial building.

TULLAHOMA—Crescent Box & Printing Co. has \$50,000 RFC loan.

TEXAS

TEXAS—Humble Oil & Refining Co., new gas compressor station and other facilities near Pickton, Hopkins County.

TEXAS—Phillips Petroleum Co., new Pembridge Natural Gasoline plant in Sprayberry Trend of West Texas.

TEXAS—West Coast Pipeline Co. has DPA approval for pipe line from Wink, Tex. to Normangee, Calif., \$60,000.

ABILENE—Sunset Motor Lines, 805 E. 2nd St., Terminal Building, S. 11th & Cherry St., Donald R. Goss, McBurnett Bldg., San Angelo, Archt.

ARLINGTON—General Motors Corp., c/o Argonaut Realty Div., G. M. Smitten, Detroit, Mich., manufacturing and assembly plant, 225 acre site on Highway 80; cost approx. \$180,000,000; Matt C. Hedrick, 904 Fort Worth Ave., Dallas, Archt.

AUSTIN—Kohn Baking Co., bakery plant, E. side Tillary St. bet Castro & Garwood Sts., Kuehne, Brooks & Barr, 203 Perry-Brooks Bldg., Archt.

BEAUMONT—American Locomotive Co. & Beaumont Iron Works Co., 1400 Crockett St., to remodel plant building, \$100,000.

BIRMINGHAM—City, \$27,697 extension of electric distribution system.

CORPUS CHRISTI—Columbia-Southern Chemical Corp., O. D. Feland, Chief Draftsman, P.O. Box 4026, office and laboratory building, Smyth & Smyth, 1806 S. Alameda

(Continued on page 62)

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NEW PLANTS

(Continued from page 60)

St. Archts.; Walter E. Wilde, Gulf Security Bldg., Assoc. Archt.

CORPUS CHRISTI—Houston Natural Gas Corp., gas building, Port Ave. near Ayres St. Nat W. Hardy, 60 Country Club Place, Archt.

CORPUS CHRISTI—Wallace Co., Inc., Houston, plan \$56,000 building, Lynn A. Evans, Archt.

CUERO—Southwestern Bell Telephone Co., K. A. Ganssle, Chief Engr., 308 S. Akard St., Dallas, purchased site for new dial telephone building.

DALLAS—Texas Instruments, Inc., manufacturing and engineering building, 600 Lemmon Ave., plan approx. \$600,000, Smith & Miller, Merchant & Parritt, Bldg., Archts.

EDINBURG—Reising Construction Co., Inc., has RFC loan of \$90,000.

FOORT WORTH—William Cameron & Co., wholesale plant building, \$209,981, Harry L. Spicer & J. W. Bush, Amicable Bldg., Waco, Archts.

FOORT WORTH—Mid-Continent Supply Co., Mid-Continent Bldg., office building and alterations to factory, Roberts Cutoff Road & Melbourne Drive, \$99,810, C. O. Chromatex, 408 Century Bldg., Archts.

GARLAND—Varo Manufacturing Co., Inc., has RFC loan of \$200,000.

HOUSTON—Commercial Petroleum & Transport Co., Mellie Epserson Bldg., \$175,000 office building, Buffalo Drive & Waugh Drive, Harvin C. Moore, 2006 W. Alabama, Archt.

HOUSTON—Houston Lighting & Power Co., plans additional power plants over period of three years, approx. cost \$80,000,000.

HOUSTON—Johnson Testers, Inc., 5702 Navigation, plant buildings, 9800 block Main, Harvin C. Moore, 2006 W. Alabama Ave., Archt.

HOUSTON—Krieger Motor Co., 1901 Milam St., sales and service building, Chartres Ave., cost \$50,500, Delwyn V. James, 3008 Carolina Ave., Archt.

HOUSTON—Lone Star Cement Corp., Mellie Epserson Bldg., service and meeting building, Ship Channel, Milton McGinty, 2425 Ralph St., Archt.

HOUSTON—Marine Exploration Co., 3732 Westheimer St., office and shop building, Harry A. Turner, 2502 Robinhood St., Archt.

HOUSTON—Natural Gas Odorizing Co., Inc., one-story warehouse addition, 7620 Wallisville Road, approx. cost \$35,000, Lloyd & Morgan, 465 Montrose Blvd., Archts.

HOUSTON—Reconstruction Finance Corp., c/o Goodyear Synthetic Rubber Corp., warehousing addition on 29th Porte Road.

HOUSTON—Rolo Manufacturing Co., 2510 South Blvd., office building, Willard & Hood, 2940 Main St., Archts.

HOUSTON—Standard Pipe Supply Co., plans new plant facilities, \$500,000.

HOUSTON—Texas Gas Transmission Co., plan \$128,000,000 construction program.

HOUSTON—Todd Shipyards Corp., W. E. Shell, Plant Maintenance Engr., P.O. Box 656, Galveston, locker room building, \$90,000.

HURST—Hydro-Aire Corporation of California, H. H. Rhoads, Pres., Burbank, Calif., \$1,500,000 factory.

KARNACK—Congressman Overton Brooks announced Army's approval of \$30,174,200 plan to manufacture propellants for guided missiles.

KINGS MILL—Cetanease Corporation of America, 180 Madison, New York, N.Y., acquired site near Pampa, for \$5,000,000 plant.

LITTLEFIELD—Garland Motor Co., auto sales and garage addition, \$50,000.

LONGVIEW—Southwestern Bell Telephone Co., K. A. Ganssle, Engr., 308 S. Akard St., Dallas, alterations and additions to central office building, Thomas, Johnson & Merrill, 820 N. Harwood, Dallas, Archts.

LUBBOCK—Bowman Biscuit Co., Denver Colo., \$150,000 warehouse, McCracken & Hiett, Hutchinson, Kansas, Archts.

LUBBOCK—C. V. H. Corporation, 1626 19th St., \$200,000 office building addition, Butler-Brasher Co., 412 Avenue M, Lubbock, Archts.

LUBBOCK—Morrison Supply Co., Leonard G. W. Cole, Mer., 1949 Avenue G, remodeling warehouse, \$19,300, Butler-Brasher Co., 412 Avenue M, Archts.

LUBBOCK—West Texas Gas Co., meter shop, \$73,390, Atcheson & Atkinson, Sanford Bldg., Archts.

MISSION—Akin Products Co. has \$300,000 RFC loan.

PORT ARTHUR—Gulf Oil Corp., Gulf Bldg., Pittsburgh, Pa., sulphuric acid plant.

PORT ARTHUR—Texas Pipe Line Co., Texas Co. Bldg., San Jacinto & Capitol Sts., \$2,000,000 plant, William Brown, 2017 W. Gray, Houston, Archt.

PORT NECHES—Jefferson Chemical Co., Inc., plans additional feed gas line from Texas Co.'s Port Arthur Works; ethylene cracking, oxide unit and glycol unit.

ROBESON—Jennings Chevrolet Co., plans three buildings, E. E. Hamon & Co., 912 Orange Ave., Corpus Christi.

SAN ANTONIO—Brown Express, C. B. Wilhelmy, Pres., 526 S. Medina St., freight terminal facilities, \$139,966, Weidner & Walther, 609-11 Alamo National Bldg., Archts.

SAN ANTONIO—Merchants Ice and Cold Storage Co., 1305 E. Houston St., \$64,184, Bid B, ice and cold storage building, W. Side, Archts.

SKEDDRAFT—Carbide & Carbon Chemicals Co., Dr. J. G. Davidson, Pres., div. of Union Carbide & Carbon Corp., new multi-million dollar plant for manufacture of synthetic organic chemicals and plastic resins.

TEXAS CITY—Republic Oil & Refining Co., plan 550-barrel stilling unit, scheduled for completion in 1963; part of \$7,000,000 expansion program.

TEXAS CITY—Texas City Refining Co., plan "Hourdrill" unit at refinery.

WACO—Archenhold Automobile Supply Co., 819 Lexington St., Fort Worth, one-story office and warehouse, 1700 Franklin Ave. Walter Cocke, Jr. & Co., 1507 Franklin Ave., Archts.

VIRGINIA

ALEXANDRIA—Potomac Electric Power Co., install turbine-generator unit at plant, \$16,000,000.

COVINGTON—West Virginia Pulp & Paper Co., plan second addition to main office, Smithie & Boynton, Archts., Engs.

NORFOLK COUNTY—Esso Standard Oil Co., refinery on 800 acres of land.

PORTSMOUTH—Virginia Electric & Power Co., Richmond, plans power station serving Norfolk-Portsmouth-Newport News area.

RADFORD—Lynchburg Foundry Co., DPA granted \$180,000 certificate of necessity.

(Continued on page 63)

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(Continued from page 62)

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RICHMOND—Industrial Engineering & Construction Dept., International Harvester Co., 180 N. Michigan Ave., Chicago, Ill., motor truck branch.

RICHMOND—Kingsan & Co., locker building, Carroll & Johnston, Atlantic Life Bldg., Archits.-Engrs.

SALEM—John Puhl Products Co. plan building, Smithley & Boynton, 112 Kirk Ave., S.W., Roanoke, Archits.-Engrs.

SUNBRIGHT—Foots Mineral Co. embarking on \$3,000,000 expansion program, including construction of processing plant.

WEST VIRGINIA

CHARLESTON—United Fuel Gas Co. to construct natural gas pipeline facilities in West Virginia, \$3,582,640.

HUNTINGTON—International Nickel Co., \$1,395,000 expansion program.

MOUDSVILLE—The Sulphur Process Division, Allied Chemical & Dye Corp., plans rough grading, road building and railroad tracks for new plant.

PARKERSBURG—Loren E. Thompson, T/A. Parkersburg Die & Tool Co., has \$50,000 RFC loan.

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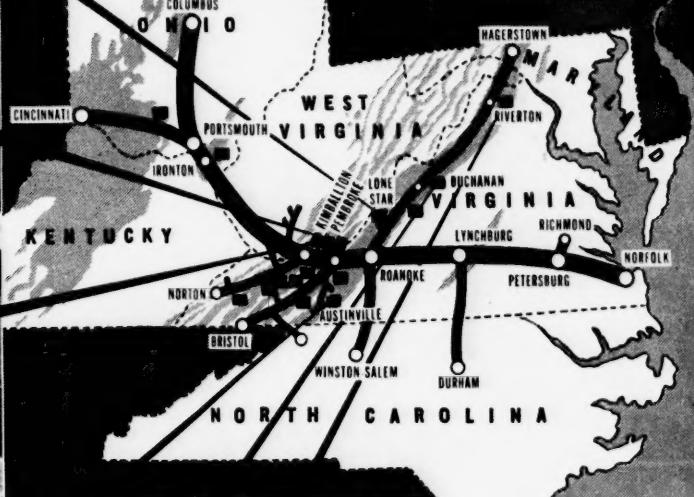
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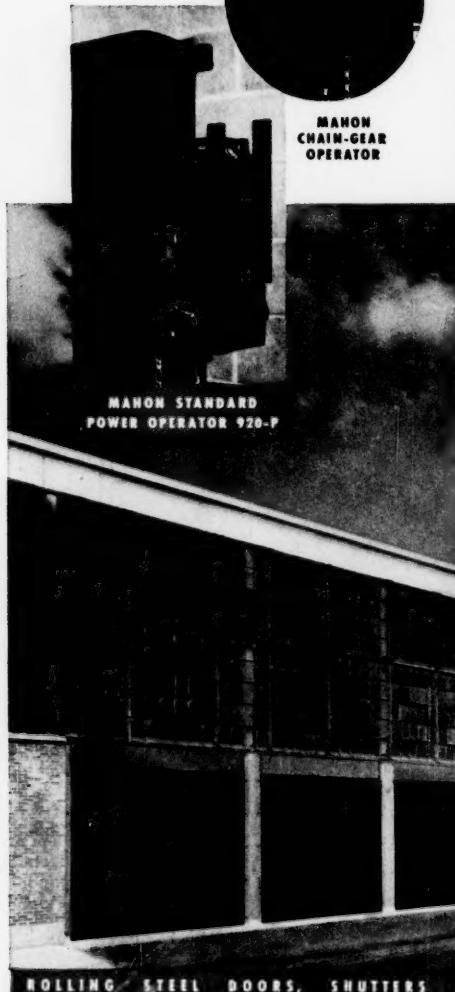
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